

A MAGAZINE FOR WRITERS • EDITORS • AND • PUBLISHERS •

# THE Quill

## Silver Anniversary Edition

Sigma Delta Chi's Silver Anniversary Convention

By Ralph L. Peters

Beyond Tomorrow's Horizon —

By Frank Parker Stockbridge

Science Parades the Front Pages

By Watson Davis

The Rise of Education for Journalism

By Willard Grosvenor Bleyer

Highlights and Shadows on the Washington Screen

By Kirke L. Simpson

But the News Came Through!

By Jack C. Oestreicher

The Men Who Founded Sigma Delta Chi

By Eugene Pulliam, Jr.

How Sigma Delta Chi Began

By Leroy H. Milliken

Twenty-Five Years of Progress

By Albert W. Bates

Vol. XXII « » OCTOBER, 1934 « » No. 10

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## AT DEADLINE

By R. L. P.

THIS, the Silver Anniversary issue of THE QUILL, is not—you should understand—the Silver Anniversary of the magazine itself. The quarter century it marks is that of Sigma Delta Chi, professional journalistic fraternity, owner and publisher of THE QUILL.

The issue comes to you almost on the eve of the Silver Anniversary Convention of the fraternity which opens October 19 at the birthplace of the organization, De Pauw University, Greencastle, Ind., and closes October 21.

We believe that you may want to file the issue indefinitely because of the historical and other matter it contains. If you do not want to file it, why not send it to some friend, school, library or institution?

THE QUILL is nearing the close of its twenty-second year. It seemed to us that since this issue would contain so much material regarding the history of the fraternity and its founders, it might be a good time to look into THE QUILL's past as well.

So we poked into the magazine's background and noted some of the high spots. We had to depend chiefly on "The History of Sigma Delta Chi," written by Mitchell V. Charnley, past national historian of the fraternity, and published in 1926. From that date to the present, nothing has been written, and, unfortunately, valuable information was destroyed in the fire that swept national headquarters last May.

THE first national convention of the fraternity was held at De Pauw in April, 1912. One of the things decided was that there should be a publication. Some efforts already had been made by the Alpha chapter along those lines, the plan calling for monthly letters from all chapters to be sent to De Pauw, the mother chapter then to send a set of all letters to each chapter.

The failure of the chapter to get the proper cooperation resulted in the dropping of the project—but in that early attempt THE QUILL really had its beginning.

Frank W. Pennell, of the Michigan Chapter, was named first editor of the

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# THE QUILL

A Magazine for Writers, Editors and Publishers

FOUNDED 1912

VOL. XXII



No. 10

OCTOBER, 1934

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RALPH L. PETERS, Editor

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## Greetings to Sigma Delta Chi

By DR. G. BROMLEY OXNAM

*President, DePauw University*

I COUNT it a distinct privilege to welcome the delegates of Sigma Delta Chi to the DePauw campus. It is fitting that the Silver Anniversary Convention should be held in the University in which the Fraternity was organized. DePauw is proud of its contributions to American journalism, and congratulates itself upon its unique relationship to Sigma Delta Chi.



Dr. Oxnam

With dictatorship rampant in many lands and the press therein denied its freedom, DePauw counts it a high honor to welcome men who are pledged to maintain a free press, and who recognize that civil liberty is the very foundation of democratic government.

The ideals of Sigma Delta Chi are of such a nature that the University believes the fraternity to be a powerful factor in maintaining the integrity of the press. This is essential if the press is to keep its freedom. Why? Ignorant people, who lose faith in the honesty of the press when misrepresentation is permitted for monetary or political advantage, are not likely to be interested in guaranteeing press freedom when the controls of dictatorship are imminent.

If, on the other hand, they believe the press to be an accurate source of information upon which they may base their vote, they are much more likely to protect the press in its hour of need. Sigma Delta Chi is a powerful force in maintaining this integrity.

We welcome you. It will be a delight to serve you. Command us.

*G. Bromley Oxnam*



# Sigma Delta Chi Returns to Old De Pauw For Its Silver Anniversary Convention

**W**ITHIN the confines of stately old De Pauw University in Greencastle, Ind., where it had its modest beginning 25 years ago, Sigma Delta Chi, professional journalistic fraternity, will hold its Silver Anniversary Convention Friday, Saturday and Sunday, October 19, 20 and 21. It will be the organization's nineteenth national meeting.

Accomplishments and shortcomings of the 25 years of growth will be reviewed, current problems of the fraternity and journalism as a whole—including the newspaper guild—will be discussed and forecasts as to the future heard during the three-day session which will bring together many journalistic figures.

It is to be a notable homecoming, with the mother chapter of the fraternity—presided over by the son of one of the ten founders of Sigma Delta Chi—and the University itself, from President G. Bromley Oxnam down to the last faculty member and employe, doing everything possible to make the occasion a memorable one.

Nine of the ten founders of the fraternity are living today—the majority of them actively engaged in journalistic pursuits and the balance in the fields of social science and education. As many of them as possibly can will attend one or more of the scheduled sessions and relive the early days of what has since become the world's largest journalistic organization.

They will be joined by the members of the De Pauw chapter, headed by Eugene C. Pulliam, Jr., representatives of the 42 active and the 17 alumni chapters of the fraternity, present and past national officers of the organization, alumni, undergraduates and friends.

**C**ONVENTION speakers announced by Walter R. Humphrey, editor of the Temple (Tex.) *Telegram* and national president of Sigma Delta Chi, include such outstanding figures in modern journalism as Col. Frank Knox, publisher of the *Chicago Daily News*; Chase S. Osborn, past national honorary president of Sigma Delta Chi, nationally known orator, publisher and author; Dean Carl W. Ackerman, of the Columbia University School of Journalism; Tom Wallace, editor of the Louisville (Ky.) *Times*; Jonathan Eddy, executive secretary of

By RALPH L. PETERS

Editor, *The Quill*

the American Newspaper Guild, and Stephen C. Noland, editor of the *Indianapolis News*.

Also, John H. Sorrells, executive editor of the Scripps-Howard Newspapers; Blair Converse, director of the Department of Technical Journalism, Iowa State College; Ralph D. Casey, director of the School of Journalism, University of Minnesota; Kenneth C. Hogate, publisher, the *Wall Street Journal*, and F. W. Beckman, managing editor of the *Farmer's Wife*, both past national presidents of Sigma Delta Chi; Paul Feltus, publisher of the *Bloomington (Ind.) Star* and a member of Prof. Casey's All-American Weekly Newspaper Eleven, and Albert W. Bates, past executive secretary of the fraternity.

The convention will be called to order at 8:30 a. m., October 19, in Longden Hall (where all general sessions will be held), by President Pulliam, of the De Pauw chapter.

## TO BE HONORED



Col. Frank Knox

Col. Knox, publisher of the *Chicago Daily News*, was named national honorary member of Sigma Delta Chi at the 1933 convention. He will be inducted into the fraternity by the De Pauw chapter during the Silver Anniversary Convention.

President Humphrey, of the national organization, then will take the gavel, and order opening roll call.

De Pauw's welcome to the fraternity will be extended by President Oxnam, after which the delegates and officers will turn their attention to the reports of national officers and of the research committee, headed and represented by Prof. Converse, and the sub-committee on the newspaper guild, Prof. Casey.

The balance of the initial morning session will be spent in the appointment of convention committees and committee work.

Sam R. Rariden, editor and publisher of the *Greencastle Banner*, will be host at the Friday noon luncheon to be held at the Elms Inn.

**J**OHAN E. STEMPEL, copy editor of the *New York Sun* and first vice-president of Sigma Delta Chi, will preside at the afternoon session, which will be one of the most interesting and significant periods of the entire convention.

Tom Wallace opens the afternoon's discussion with an address, "Is Journalism a Career or an Error?"

He will be followed by Jonathan Eddy, speaking on: "The Guild—What Is It? Where Is It Going?"

Stephen C. Noland, editor of the *Indianapolis News*, will be the next speaker, his subject being: "Is the Guild the Answer?"

At the conclusion of Mr. Noland's remarks, a round table discussion, open forum and cross-examination will open with John H. Sorrells in charge. It will conclude the session. The scene then shifts from Greencastle to Indianapolis.

The Indianapolis alumni chapter will be host at a stag dinner to be held Friday evening in the Indianapolis Athenaeum, old German club building devoted to German singing organizations. Eugene R. Clifford, president of the Indianapolis alumni and toastmaster, has announced that there will be no speech-making at the dinner. Professional theater talent is to furnish the entertainment.

**T**HE Saturday morning session brings what promises to be an outspoken, significant discussion of the fraternity itself, with Albert W. Bates, for five years executive secretary of Sigma Delta Chi, taking as his subject:

"Weaknesses and Opportunities of Sigma Delta Chi."

Two past national presidents of the fraternity will appear before the convention during the same session, Kenneth C. Hogate and F. W. Beckman. The former will bestow the first Hogate Professional Achievement Award upon the chapter showing the greatest number of graduates who entered editorial journalism in the last five years, and the latter, the Beckman Efficiency Trophy to the chapter found to be the best all-around unit of the fraternity.

Paul Feltus also speaks at the Saturday morning session, his remarks following the presentation of the trophies.

De Pauw University is sponsoring the Saturday noon luncheon, to be held in Lucy Rowland Hall, in honor of the founders of the fraternity. Dean Carl Ackerman is to be the principal speaker at the luncheon.

Following the luncheon, the convention delegates and guests will be guests of the university at the homecoming football game between De Pauw and Hanover.

**S**ATURDAY evening brings the annual convention banquet to be held in Lucy Rowland Hall. Always one of the high spots of Sigma Delta Chi meetings—the banquet session this

year promises to be one of the most memorable in history.

It will bring together on the same program two outstanding figures—Chase S. Osborn and Frank Knox, friends of long standing. Prior to the banquet proper, Col. Knox will be initiated into Sigma Delta Chi in a model ceremony conducted by the De Pauw chapter.

Past Honorary President Osborn—former Governor of Michigan—is at a vigorous 74 one of the nation's most unusual figures. He is a remarkable speaker. When "The Iron Hunter" concluded his Grand Chapter oration, "The Trinity of Sigma Chi," at that organization's convention in New Orleans in June, 1933, he was given a tumultuous 15-minute ovation, the like of which never had occurred before.

It is impossible here to give more than a brief picture of this man who has won distinction in so many fields. Born in Huntington, Ind., he was graduated from Purdue in 1880. His newspaper career began on the Lafayette (Ind.) *Home Journal*, followed by reportorial work on the Chicago *Tribune* and in Milwaukee.

**I**N 1883, he bought the Florence (Wis.) *Mining News* and plunged into a dramatic danger-filled period of journalistic crusading. The particular target of the Osborn pen was "Old Man

Mudge," who operated a logged den of vice on the outskirts of Florence. The story of Editor Osborn's fight against Mudge and his gang, and of the manner in which the "Regulators" drove out Mudge and burned his camp is one of the most thrilling stories of upper Wisconsin and Michigan.

Mr. Osborn bought the Sault Ste. Marie (Mich.) *News* in 1887 and operated the paper until he sold it in 1901. The man who succeeded him as the paper's publisher was the much younger Knox, who was publisher of the paper for the next eleven years.

On selling the Sault Ste. Marie paper, Osborn bought the Saginaw (Mich.) *Courier-Herald*, operating it until 1912, the year he was elected Governor of Michigan.

In addition to having been a publisher and a Governor, Chase Osborn is known as the discoverer of great iron ranges in Canada and elsewhere, as the member of many scientific societies, as the discoverer of the source of the firefly's light and as the author of a number of books, perhaps the best known of which is his vigorous autobiography, "The Iron Hunter." He knows the great outdoors as well as anyone.

He has been a game warden, a postmaster, state commissioner of railroads and a university regent—among other widely diversified activities.



Longden Hall, where general sessions will be held



**P**ERHAPS that will give you some idea of the man whom President Humphrey, as toastmaster at the banquet table, will present. Mr. Osborn will, in turn, introduce Col. Knox.

Col. Knox, a native of Boston, was graduated from Alma College, Alma, Mich., and began his newspaper career on the Grand Rapids (Mich.) *Herald*. He next became publisher of the Sault Ste. Marie *News*, as mentioned before. That was followed by other ventures and experiences which carried him to the general managership of the Hearst Newspapers. In January, 1931, he and Theodore T. Ellis bought controlling interest in the Chicago *Daily News* and Col. Knox became its publisher.

Scores of alumni who will be unable to attend any other sessions of the convention are planning to be in Indianapolis for the banquet and the rare opportunity of hearing two such men in a single evening.

The concluding session of the convention will be held Sunday morning. The period will be occupied with committee reports, unfinished business, the service of remembrance, the selection of the next convention place, the election of officers and adjournment.

Officers of the fraternity are expecting one of the largest attendances in the history of Sigma Delta Chi, due to this being the Silver Anniversary convention, the central location of De Pauw and the fact those attending the convention will be able to avail themselves of low railroad fares by routing themselves through Chicago, visiting A Century of Progress Exposition in connection with their trip to or from the convention.

**O**LD De Pauw, preparing even now to observe its centennial in 1937, may well look upon Sigma Delta Chi and the latter's Silver Anniversary as a veteran might look upon the activities of a vigorous young fellow of 25 years—a youngster who has much to his credit but who has just reached his maturity and is now ready for even greater things in the future.

The last quarter century has been kind to both—the veteran and the youngster, as they went down the

road more or less together. The approaching convention should bind them even closer as they go forward to face whatever may lie ahead.

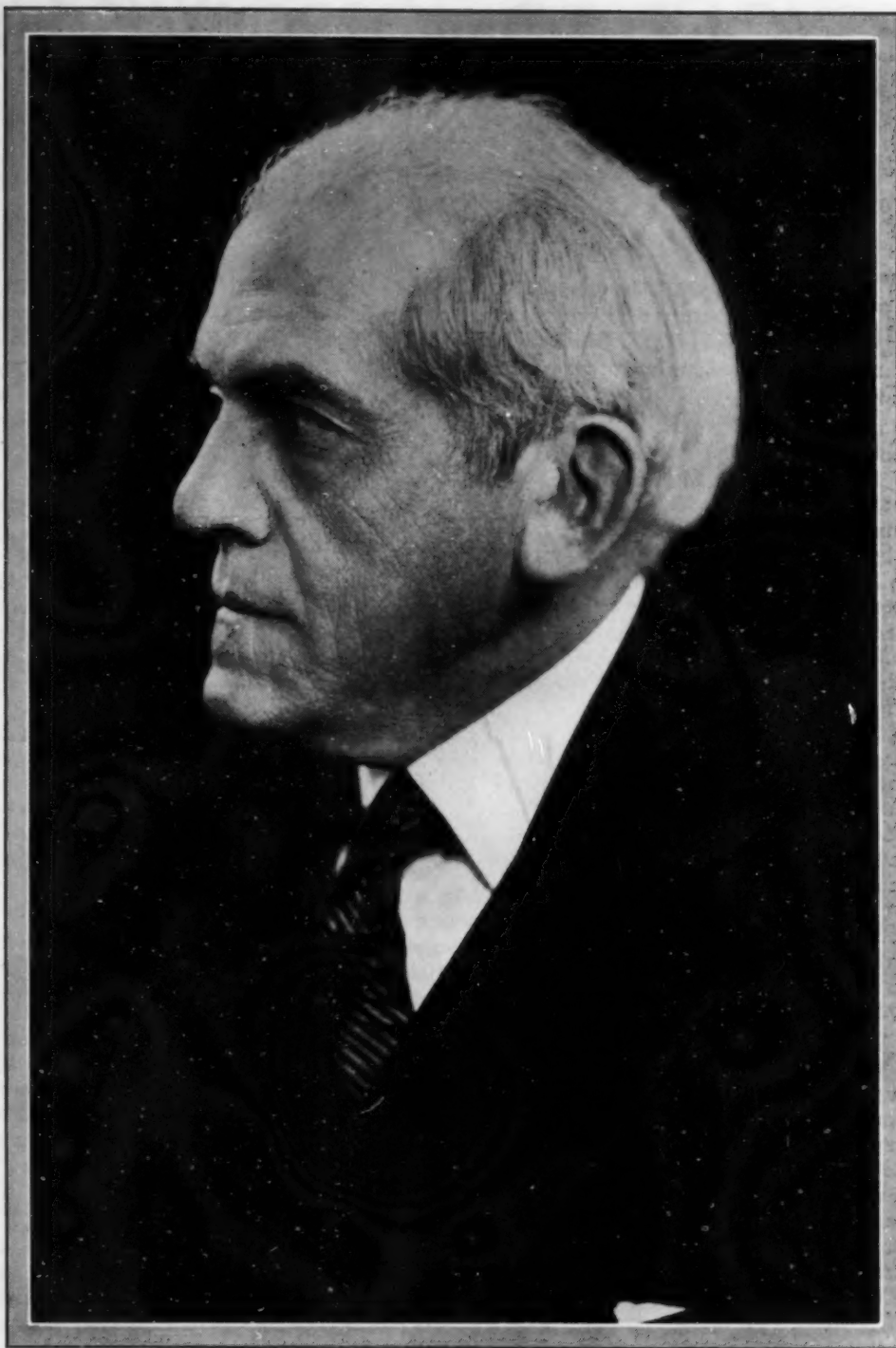
#### DR. WILLIAMS RESIGNS

Dr. Walter Williams, president of the University of Missouri and founder and dean of the university's school of journalism, resigned the presidency September 10, urging that a younger man be named to assume the responsibilities of the office. Dr. Williams,

who has been in ill health since early spring, plans to return to his position as dean of the journalism school, which he has held since its founding in 1908, as soon as his health permits.

Dr. Williams became acting president of the university in June, 1930, and assumed the presidency January 1, 1931.

WILLIAM L. MAPEL, former director of the Lee School of Journalism at Washington and Lee University is now executive editor of the Wilmington (Del.) *Morning News* and the *Journal-Every Evening*.



Chase S. Osborn



# BEYOND TOMORROW'S HORIZON—

By FRANK PARKER STOCKBRIDGE

Editor, The American Press,  
National Honorary President,  
Sigma Delta Chi

**F**IFTY years hence we shall still be printing newspapers. For not in 50 years, not in 50,000 years, will humanity have learned to depend upon its ears, its noses, its tongues or its finger tips to gain its most important and enduring impressions.

It has taken countless millions of years for the processes of evolution to make us what we are today; our physical bodies and their functions will not change materially in any period which it is worth our while to consider in this connection. To all intents and purposes, mankind will always continue to learn chiefly through its eyes.

But our product will change, as it has been changing for 50 years and more. It will still be a newspaper, but it will be a different kind of a newspaper, produced by different means, distributed by a different medium, fabricated of a different kind of raw material.

It will be a *printed* paper, however. People will *read* it, not merely listen to it.

**R**ADIO broadcasting, some folks are saying, is going to ruin the newspapers. And now that television is here, or just around the corner, we might as well stop printing papers. I do not believe that is true, yet I believe that radio will play a very important part in the production and distribution of the newspapers of 50 years hence.

We have come a long way in the past fifty years. In that period we have gotten away completely, speaking broadly, from the method of setting type which was the only method known from the days of Gutenberg down to the middle 1880's. If we still set some type by hand, it is merely because there are some spots where the line-casting machine is not yet quite as economical as the old method, because the total required output is not large enough to warrant the overhead expenditure of the machine's upkeep.

There will always be horses and mules, no matter how completely motorized the world's transportation systems may become, and there doubt-



Frank Parker Stockbridge

less will always be times and places where hand composition will serve a purpose which cannot be economically served by the machine; but hand composition is obsolescent today and will be entirely obsolete in 1984.

**T**HE newspaper of 50 years hence will, in large part, be produced from type—or line slugs, or column plates, or full-page etchings—which will be set or assembled by radio impulses from a distance, instead of being set from copy handled in the office of the individual newspaper.

I think that will be one of the most important changes in the method of producing newspapers in the future, and I think there is no doubt whatever today of its complete practicability. The tele-typesetter, which actuates the keyboard and the mechanism of the line-casting machine by electrical impulses transmitted from a distance, either by radio or by wire, has been already sufficiently tested in actual practice to make it plain that only the physical refinements which every new invention must go through, are needed to make it a thoroughly practical device for the simultaneous composition of identical printed matter in as many different places as may be desired.

You will note that I said "by radio or by wire." I want to point out right

here, since I shall have a good deal more to say about radio, that I do not personally believe we shall use radio 50 years from now for nearly so many things as we now imagine it will be used for. I think it much more likely, for example, that the receiving sets in the homes of 1984 will be wire-connected with the broadcasting stations than that they will operate on unguided ether impulses. Carrier currents over the electric lighting wires, perhaps over the telephone wires, but not necessarily, will be much more likely to be the medium for the direction of the electrical impulses; reception will be better under all weather conditions, for one thing; for another, a method of control which will permit of the assessment and collection of a fee for broadcasting instead of relying upon advertisers to pay for the entertainment of the public, must certainly be worked out. But the main reason why I believe that wires will be used for many purposes for which we now use radio, or think we shall soon be using radio, is the same reason that the stations in the great broadcasting chains are connected with each other by wires and do not transmit their programs to and from each other by radio. That reason is that radio, over any but short distances, is too uncertain, too unreliable.

**R**ADIO communication is better than no communication at all. But technically speaking—and I have spent a great deal of time with the technical men of radio, including Marconi, De Forest, Alexanderson and many of the rest and am merely telling you what they tell me—radio is the pioneer version of electrical communications, wires the refinement. Whenever the volume of traffic is sufficient to warrant the capital investment, the wires will eventually replace the radio.

Nobody will ever run a wire to the South Pole, but the telephone company even now is preparing to lay a telephone cable across the Atlantic, the experiment with the radio telephone to Europe having demonstrated the existence of a sufficient volume of traffic to make it pay to do so. And,

## Looking Forward to Glimpse Changes That May Occur in the Editing and Publishing of Newspapers of the Future

of course, between ship and shore, from aircraft to earth, and between all terminals where connection is only casual, the radio will always be the means of communication.

But where a wire connection exists, or it will pay to run one, the wire rather than the radio will be the ultimate channel for the electrical waves. So when I speak of radio in connection with the newspaper of the future, I mean the method of communication by electrical waves which utilizes either the free ether or the path marked by the wire, with preference for the wire where it economically is practical.

**N**OW, we shall set a good deal of our type by radio, as I have said, 50 years from now. It will be the same type, the same matter set in the same way, for all the newspapers taking their service from any given central source.

That will make all papers alike, you protest. Not necessarily; but it will make all the papers of a given chain, group or association alike insofar as the matter so set is concerned.

Merely another refinement of our news-gathering and news-distributing machinery.

Today every paper which is a member of the *Associated Press*, or which buys the service of the *United Press* or the *International News Service*, gets the same news that every other paper using the same service gets, in the same words, and at approximately the same time. We have centralized news-gathering and distribution to the papers; surely the next logical step forward is to centralize the editorial selection, copy reading, headline writing of that news.

We do that now with our syndicated feature services. For that matter, we have done it for years with news, of a certain kind and for certain kinds of newspapers. I well remember one of my early newspaper experiences when part of my daily routine was to saw off chunks of "boiler-plate," *Associated Press* dispatches under that day's date line, to make up the first edition of the old *Buffalo Times*!

I think this process of centralization, of distribution of all the things that go into a newspaper from a central source to a large number of member papers, or subscribing papers, or chain-owned papers, is just in its in-

fancy. And I am not at all sure that we shall not have, in 50 years, chain papers, printed in different local centers, to be sure, but in which whole sections, news, features, editorials and national advertising, will be set and transmitted as full pages to the local pressrooms, there to be run off, either by processes with which we are already familiar, or some refinements of them, or by totally new printing processes of which we as yet hardly dream.

**E**VERY newspaperman is familiar with the transmission of pictures by wire. From any one of a dozen cities today it is possible, and is done every day by the press associations and the news-picture agencies, to transmit photographs so perfectly that it is practically impossible to distinguish the picture as received from the original form which it was sent.

That is not television. Television is the transmission of the entire picture instantaneously. It requires an entirely different technique from the transmission of a "still" picture or a page of type, in which the photographic image at the receiving end can be built up piece by piece. Television enables you to see the entire object at once and instantaneously, but does

not make a permanent record of what you see. It has yet no place in the picture of the newspaper of the future which I am trying to draw for you; its place is more akin to that of the motion picture newsreel, in the field of theatrical entertainment rather than that of the newspaper.

Fifty years from now, however, we shall undoubtedly take it as a matter of course to receive advertising copy, art and all, as well as news pictures, feature illustrations and a considerable part of our type matter, in the form of photographic reproduction transmitted by radio or wire. And when we get them we shall reproduce them for printing on our own presses, either by some improvement on relief engraving methods such as we are familiar with today, or by some offset or lithographic process, or by intaglio engraving—rotogravure—which seems to me somewhat more probable when we remember that we are talking about half a century hence; or by some other method of which we have only a glimpse so far.

Just for something for the imagination to play with, it is entirely possible today to pile up a thousand sheets, perhaps several thousand sheets of paper, lay a photographic negative on top of

(Continued on page 28)

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**W**HAT newspaperman hasn't wondered at one time or another what the newspaper of the future will look like, what sort of material it will contain, how it will be produced and what effect the changes will have on those of the news and editorial rooms?

Here is an article that attempts to pierce the veil—to see what is in store for newspapers and newspapermen in the next 50 years.

It has been prepared by one of the keenest observers along journalistic lines we know—Frank Parker Stockbridge, editor of the *American Press* and national honorary president of Sigma Delta Chi.

Mr. Stockbridge has done about everything there is to be done in the realm of journalism—from cub reporting to his present post as editor of an outstanding journalistic publication. He began his reportorial work with the *Buffalo (N. Y.) Express* in 1894; he was city editor of the *New York Globe*, 1905-07; reporter on the *New York Herald*, 1907-08; political editor of the *Cincinnati Times-Star*, 1908-1911; a member of the *New York Evening Mail* staff, 1915-17; and in the intervening years did other journalistic work, including the editing of the *American Home*, *Town Development* and *Old Colony* magazines and the managing editorship of *Popular Mechanics*. He has written many magazine articles and has collaborated on several books.

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# SCIENCE PARADES THE FRONT PAGES

**S**CIENCE in thrilling reporting, prophecies, and interpretations is spread across the pages of American newspapers as Sigma Delta Chi figuratively rubs its whiskers after a quarter century of eventful life.

The daily press, mirror of the world in which we live, is bringing into sharper focus the technical achievements that have so largely remade our modern world. As giant telescopes with shiny looking glasses have probed the depths of the universe and as delicate instruments have explored the interior of the atoms, newsprint has been the scientific guides of the vast majority of our population.

Politics, disasters, sports, finance, scandal and recitals of daily routines and oddities have been supplemented with news of the laboratories where is brewing tomorrow's progress.

**T**HERE is a happy aspect of science news that alone would justify this greater attention that is being paid to science by the newspapers. Science news is good news. Seldom does the science story need to list the dead, the injured, the missing. Seldom does the science story originate in courts where human conflicts are having their settlement. Machine guns do not rattle, sex does not sear, and grasping for dollars does not motivate.

Press reports of science are writing the optimistic history of a better world in which to live.

Occasionally science's gifts are mishandled and do harm to individuals or nations. A curative drug can be used as a poison and explosives for mining and construction can be used in war. This argues not for moratoria upon science and research but better human control over the utilization of the results of scientific research.

Viewing the past 25 years with the eye of the scientist, we see that many of the important things of our daily lives have been discovered or developed in this brief and turbulent period.

Medicine has strengthened its weapons of defense and offense in service of individual and public health. Diphtheria through tests for susceptibility and toxin for protection has been transferred to the column of preventable diseases and thousands of little children have been saved from cruel suffocation. Insulin has controlled diabetes. Yellow fever ceased to take, lives in the tropics when

## Amazing Progress Made in Various Fields During Last Quarter Century Yields Good Headline Copy

By **WATSON DAVIS**

Director of Science Service, Washington, D. C.

mosquitoes were controlled. Diseases like Rocky Mountain spotted fever, tularemia and parrot fever have been recognized and studied by American scientists. Influenza took its toll of a war-weakened world and encephalitis and infantile paralysis have taken their victims. Cancer is "cured" by surgery and radium. Years have been added to the expectation of human life.

**P**HYSICS has been revolutionized. Now Einstein is the great name, whereas the concepts of Newton, dead for centuries, dominated the physical world a quarter century ago. You will search in vain even the scientific journals for "relativity" in those days. Today "relativity" is nearly as good a news catchword as "cancer." New stories now tell of quantum theory, wave mechanics, and field theories. The attack on the heart of matter by means of high voltage, the hope of tapping the internal energy of the atom, the studies of cosmic rays are vivid chapters practically unpredicted in the pre-World War days. Neutrons, positrons, isotopes, deuterons—words and things unknown a few years ago.

Chemistry has poured useful synthetic substances into commerce. Dyes, drugs and other new materials from coal, from air, from water. Electricity has worked wonders and made available metals like chromium as plating. Synthetic plastics, of which bakelite made from carboic acid and formaldehyde is a type, and pyroxylin lacquers have appeared in a vast variety of forms.

Sciences of life have progressed enormously. Heredity and genetics have guided biologists to better animals and plants for our farms and promise to help us make a better human race. Vitamins, now using the alphabet from A to G, were unknown and unappreciated in 1912. So also

were most of the hormones and enzymes, powerful regulators of life.

Astronomy has fashioned giant telescopes on mountain tops and keen minds have woven marvelous photographs into an amazing picture of the universe around us. Gigantic aggregations of stars, millions of them millions of light years away from us, turn out to be like the "island universe" in which we live and which we see spread across our sky as the Milky Way.

**E**XPLORATION has written epics into our daily reading. Airplanes and airships have consolidated man's conquest of the two polar regions. Oceans have been spanned by flight. Scores of cities that once lived but are now dead have been excavated and Tutankhamen, Ur, Nippur, and other odd names have entered our vocabularies. Dead civilizations are revived in archaeological museums. The wide variety of human beings on the face of the earth today are also being studied and provide unusual copy for newspapers. And the ancestry of the human kind of animal is being pushed back thousands of years into the past by the discoveries of human bones in China, Africa, and other parts of the world.

New industries have been born of experiments. Radio became a household necessity in a few brief and recent years. Television is around the corner. The efficiency of electric lamps has been increased greatly. Movies added sound to sight. Home movies have become widespread. Automobiles have metamorphosed into carriers that compete seriously with railroads. Streamlining, light-weight construction and Diesel-electric power promise to make obsolete in a few years the puffing steam-passenger locomotive and the massive cars of today's railroading. Airplanes have



spun speedy links through the air from city to city, carrying passengers, mails and express, while through wind-tunnel research over a hundred miles per hour has been added to the practical speed of commercial and military airplanes.

Psychology has blossomed forth with new tests and new techniques that promote understanding of human capabilities. From the mental or alertness tests that were impressed into the service of the U. S. Army in the World War, psychological tests have spread to schools and industry. Mental ills are to a larger extent treated as diseases instead of sins.

**S**O, in more somber language than headlines, the last 25 years of science may be briefed in retrospect, imperfectly and without the swelling enthusiasms and the occasional disappointments that occurred in laboratories, on streets, in homes and in factories.

Certain episodes stand in memory's relief against the haze of dimly remembered stories:

The discovery of insulin and the slow trickling of the complete story into the newspapers.

The discovery of the new planet Pluto by a young astronomer who had not yet gone to college.

The discovery of the new atomic particles and the production of artificial radioactivity.

The Einstein saga: Theories, eclipse results, other verifications and the enthronement of relativity as the present theory of the physical world.

Tutankhamen's tomb and the wave of interest in archaeology that followed its opening.

Lindbergh's flight and the following air ventures across oceans.

**A**S time passes individual stories merge into the background of our common experience and knowledge. The most striking fact in surveying newspapers and science during the past 25 years is the mutually helpful rapport between science and journalism that has been developed in the last half of the period.

In its sociological significance, this change of practice and attitude on the parts of scientists and editors is more important than the splashing headlines of any great scientific news cycle.

Newspapers treat science news seriously. The humorous type of story written by a reporter uninterested and uninformed about science is nearly extinct. The usual editor would no more think of allowing a reporter to ridicule a science meeting than allow a joshing story about the Chamber of Commerce to get by his copy desk. Making fun of long scientific words simply because the reporter can not understand them is in as bad taste as ridiculing a foreign language one does not understand.

There is now an honest attempt to dig into the specialized reports that scientists present and extract from them the information that interests and affects the whole people.

On the part of the scientific world there is a growing attitude of cooperation. Eminent scientists are seldom antagonistic to reporters and in many cases they cooperate by authenticating the stories that are written. Scientific organizations now provide facilities for the press that were frowned upon a quarter century ago.

It has been an inspiring experience to have seen from the midst of it the great change in attitude of editors and scientists during the years since the World War.

As it did for so many things, the strife and change of the World War seemed to act as a catalyst that promoted a growing realization of importance of science in our civilization. Military, political and industrial happenings were decisively influenced by science and invention. In war, airplanes, tanks, poison gas, and improved munitions changed the details and even the "rules." The importance of protection against disease was accentuated by the massings of humanity and the movements of people that accompanied the progress of the war. Nitrogen from the air aided Germany. America extracted helium from natural gas. Blockades and interfer-

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## Scientists and Newspapermen Reach Better Understanding

**G**REAT strides have been made by science in the last 25 years—great strides also have been made during the latter half of that period in interpreting scientific progress and achievement to the people through the columns of their newspapers. The effecting of better relations between the scientist and the newspaperman also has been a significant development of the period, auguring well for the future.

Watson Davis, director of Science Service, treats of these developments in the accompanying article, written specially for the Silver Anniversary issue of *The Quill*. He has been an active figure in the interpreting of scientific facts to the general reader—in bringing the laboratory and the city room closer together—for more than a dozen years.

Graduated as an engineer from George Washington University, he served as an assistant engineer-physicist with the U. S. Bureau of Standards and as science editor of the *Washington Herald* before joining Science Service at the time of its founding in 1921. He served as news editor of the service until 1923, when he became managing editor and secretary. He now holds the title of director.

He is a member of various scientific organizations, writes about 200,000 words annually on science, and attends practically every major scientific meeting in this country and many of those in other countries. He is the author and editor of a number of books on science.



WATSON DAVIS

# THE RISE OF EDUCATION

By WILLARD GROSVENOR BLEYER

Director, School of Journalism,  
University of Wisconsin

**G**ENERAL recognition of the value of a combination of academic and professional training in preparation for journalism has come about during the last 25 years. Slowly but surely the old idea that the only place to learn to do newspaper work is in a newspaper office has given way to a broader conception of the character of the education and technical training necessary for the profession of journalism.

Beginning in 1869 with General Robert E. Lee's laudable but premature attempt to establish a school of journalism at Washington College (now Washington and Lee University at Lexington, Va.), sporadic efforts were made to provide instruction in journalism or printing or in both these subjects by a number of colleges and universities. These included Kansas State Agricultural College (1873), Cornell (1876), University of Missouri (1878), University of Iowa (1892), University of Pennsylvania (1893), Indiana University (1893), and University of Michigan (1895). Newspaper editors, however, were almost unanimously opposed to the idea that any special college preparation was necessary for newspaper work.

**T**O Joseph Pulitzer belongs the credit for having given the greatest impetus to the movement for professional training for journalism, although it was not until after his death that the school of journalism he had planned 20 years before finally came into existence.

In 1892 he offered President Seth Low of Columbia University an endowment for a school of journalism, but his offer was refused. Ten years later he renewed his offer to Columbia, of which President Nicholas Murray Butler had become the head, but received little encouragement. Then he took up the matter with President Charles W. Eliot of Harvard, and the latter outlined a course of study for the proposed school. The prospect of losing such a large endowment to Harvard apparently spurred President Butler to action, because in the spring of 1903 he laid Pulitzer's proposal before the trustees of Columbia, and it was accepted.

Pulitzer agreed to give Columbia \$1,000,000, half of which was to be used for a building to house the school and the other half as an endowment for its maintenance. If at the end of

three years the school had proved successful, another million dollars was to be added, the income of half of which was to be used for scholarships, prizes, and other forms of encouragement not only for journalism students but for meritorious journalistic and literary achievements.

Unfortunately a disagreement arose between Pulitzer and President Butler over the membership of the advisory board for the school, and the offer was withdrawn; but Pulitzer provided in his will for the establishment of the school at Columbia after his death under the same conditions that he had made in 1903. Thus the school was not opened until 1912 and did not become the first school of journalism in the country.

**P**ULITZER'S proposals for a school of journalism were opposed and ridiculed by newspaper editors generally. In self-defense he published an article in the *North American Review* for May, 1904, in which he explained in detail the character and scope of his plan and declared that "it will be the object of the college [of journalism] to make better journalists, who will make better newspapers, which will better serve the public."

So sure was he of the ultimate success of his idea that he wrote, "before the century closes schools of journalism will be generally accepted as a feature of specialized higher education, like schools of law and of medicine."

Meanwhile instruction in journalism was beginning in several state universities of the Middle West, in connection with their departments of English. Prof. Fred Newton Scott continued his pioneer work begun in 1895; Prof. E. M. Hopkins offered some courses at the University of Kansas beginning in 1903; Dr. Frank W. Scott of the University of Illinois began to give journalism courses in 1904; and Dr. Bleyer started to teach journalism at Wisconsin in 1905.

In the spring of 1906 a junior-senior curriculum was outlined at Wisconsin under the designation of "Courses Preparatory to Journalism," consisting of those courses in economics, political science, history, English, and journalism best adapted to the needs of students interested in newspaper work. This seems to have been the first attempt to carry out some of the proposals made by Pulitzer and President Eliot for combining instruction in the social sciences with that in journalism for the purpose of giving students

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**E**DUCATION for journalism has come to stay during the last 25 years—although there are still those who deprecate the school of journalism and attempt to discount what the schools and their graduates have accomplished during the period.

The Quill takes pleasure in presenting a brief but illuminating article concerning the development of training for journalism—written by a man who has played a prominent part in that period of progress, Willard Grosvenor Bleyer, director of the School of Journalism at the University of Wisconsin.

Dr. Bleyer has been a member of the faculty at Wisconsin since 1900, prior to that time having had several years of newspaper experience. He rose from rank to rank in the instructional scale, becoming director of the School of Journalism in 1927. His several books on various phases of newspaper work are widely used.

He was the second national honorary president of Sigma Delta Chi and is past president of the American Association of Teachers of Journalism, the American Association of Schools and Departments of Journalism and of the American Association of University Professors.

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# FOR JOURNALISM

both a broad background and some technical training for journalism.

In the far West, Merle Thorpe, now editor of the *Nation's Business*, gave courses in journalism at the University of Washington beginning in 1907, and two years later succeeded in having a department of journalism established there. At the University of Kansas, Charles M. Harger, editor of the Abilene, Kan., *Daily Reflector*, was in charge of instruction in journalism from 1905 to 1907. In 1905 instruction in technical journalism was given at Iowa State College. At DePauw the teaching of journalism began in 1907.

After lectures in journalism, started at the University of Missouri in 1878, had been abandoned in 1885, the Missouri Press Association began to agitate for the establishment of a chair of journalism at that institution, and following 12 years' effort succeeded in getting the curators to set up a school of journalism. Walter Williams, long a prominent newspaper editor in Columbia, Mo., and an active member of the Missouri Press Association, was made dean. This school, which opened in the fall of 1908, was the first in this country.

Before the close of the World War the teaching of journalism had been introduced into a number of universities including Indiana (1909), Oklahoma (1909), Colorado (1909), Ohio State (1910), Stanford (1910), Marquette (1910), New York (1910), Montana (1911), Oregon (1912), Louisiana (1912), Texas (1914), Southern California (1914), Minnesota (1915), and Georgia (1915).

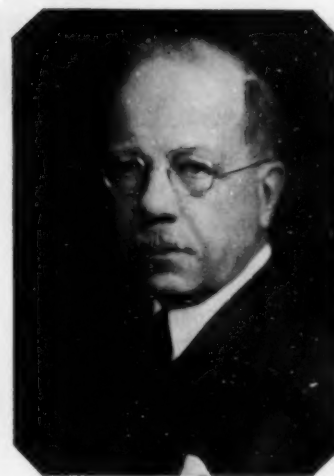
**A**FTER two informal meetings of a number of instructors in journalism had been held, the need was felt for a national organization, and in 1912 the American Conference of Teachers of Journalism was established with Dr. Bleyer as president. Five years later, in 1917, the ten universities in which instruction in journalism had been most fully developed organized the Association of American Schools and Departments of Journalism, of which Dean Walter Williams was chosen president. Some years later the former became the American Association of Teachers of Journalism and the latter the American Association of Schools and Departments of Journalism. In 1923 these two bodies set up the Council on Education for Journalism with Dr. Bleyer

as chairman, and the following year the Council formulated the "Principles and Standards of Education for Journalism" which were adopted by the two associations.

At the second annual convention of the American Conference of Teachers of Journalism, held at the University of Wisconsin in November, 1913, Lee A. White of the *Detroit News*, presented a request on behalf of Sigma Delta Chi, then one of several journalistic Greek-letter societies, that it be recognized as the national journalistic fraternity. After considerable discussion as to the advisability of such an action, the Conference decided to give the fraternity its official sanction.

The first textbooks dealing with the technique of newspaper work were "The Practice of Journalism" (1911) by Dean Williams and Prof. Frank L. Martin, of the Missouri School; "The Writing of News" (1911) by Prof. Charles G. Ross, of Missouri; "Essentials of Journalism" (1912) by Prof. H. T. Harrington, of Ohio State University, and T. T. Frankenburg, of the *Ohio State Journal*; "Newspaper Reporting and Correspondence" (1912) by Prof. Grant M. Hyde, of Wisconsin, and "Newspaper Writing and Editing" (1913) by Dr. Bleyer, of Wisconsin. As these practical handbooks found their way into many newspaper offices, they helped to overcome some of the prejudice against the teaching of journalism.

From the beginning of instruction in journalism two general tendencies became evident as a result of the previous education, background, and experience of the instructors in charge. Those teachers who had taken up the work as a part of the instruction in English composition were inclined to emphasize the importance of writing for journalistic purposes, as well as the value of a general education; whereas those instructors who came to the teaching of journalism as experienced newspapermen attempted to reproduce as far as possible in the classroom and on the campus the actual conditions of newspaper work. For the latter group the publication of a campus newspaper, with the practical experience that it afforded, became the important part of their instruction. Thus the methods originally pursued in the various schools and departments of journalism were quite different. During the last decade, however, partly as a result of the formulation



Willard Grosvenor Bleyer

and adoption of the "Principles and Standards of Education for Journalism" in 1924, the aims and methods have become fairly uniform throughout the country. The most important change in methods has been the correlation of courses in the social sciences with those in journalism, with the purpose of showing students how to apply in newspaper work all that they have learned in their other studies.

**T**HE opposition to schools of journalism on the part of many editors and the skepticism on the part of other editors gradually gave way as they employed journalism graduates and found that these "cubs" possessed some advantages over both college and high school graduates. Various forms of cooperation between schools of journalism and state associations of daily and weekly newspaper editors and publishers also helped to break down the barriers and to lead to a more sympathetic attitude toward the schools. After the American Society of Newspaper Editors, organized in 1923, had discussed schools of journalism at a number of their annual meetings, Fred Fuller Shedd of the *Philadelphia Evening Bulletin*, then president of the Society, succeeded in 1930 in having a committee on cooperation set up consisting of three representatives each of the Society, the National Editorial Association, and the two organizations of instructors in journalism. Later representatives of the American Newspaper Publishers Association and the Inland Daily Press Association joined the committee.

At the first meeting of this joint committee, resolutions were adopted endorsing the work of schools of journalism and urging closer relations between active newspapermen and the schools. At the national convention

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Kirke L. Simpson

# Highlights and Shadows

A Quarter Century of Reporting in Nation's Capitol Yields Strange Medley of Memories

By KIRKE L. SIMPSON

Of the Associated Press Washington Staff

**W**HAT a strange medley of memories a quarter century, more or less, of Washington AP reporting yields!

Flickering, sometimes shadowy through the mist of the years; again vivid, bright and sharply cut as newly minted coins, they flow from memory cells like a long-ago strip from the silent silver screen.

The whole vast drama of the World War and its aftermath comes within that two and a half decades. All but revolutionary political changes swept both major parties up and down, defeat to victory and back again. The figures and personalities of six presidents and a former president stalk large on that memory film. It spans a political era almost from Roosevelt to Roosevelt.

**G**IVEN the art to caption that story aright, to recapture in living phrases the meaning of each shifting scene, what a story of the nation and its people would be there. Yet to the reporters who told it all from Washington day by day, it spelled then chiefly just the sheer drudgery which is the price of eternal news vigilance. It meant endless, leg-weary waiting in corridors for word from committees or conferences that dealt with great affairs. It meant a frantic scurrying against news deadline to dig out the meaningful backgrounds, the real "stories" that never are in the hand-outs.

There is a minimum of the spectacular to that type of reporting. Rarely is there a scene to catch the eye, to etch itself forever in memory. The thrills a Washington reporter gets come largely from himself, from his

own grasp of the significances of the words or acts of which he tells.

Congressional debates, however stormy an impassioned, rarely change a vote. The press gallery usually knows what is going to happen. Only the exact figures of a roll call, the political shadings of the division are lacking.

Exclusive stories of any major importance are a rarity in Washington;

**M**ANY scenes—some thrilling, some touching, some pathetic—have been thrown against the Washington screen during the last 25 years. Some of them are recalled in this absorbing article prepared especially for *The Quill* by Kirke L. Simpson, of the Washington staff of the Associated Press.

Mr. Simpson, who has been writing the daily column, "The Washington Bystander," since 1928, has spent his entire career with the Associated Press except for a brief period as an editor in Tonapah, Nev. Perhaps his greatest honor came with the winning of the Pulitzer Prize in 1921 for his stories on the burial of the Unknown Soldier. There were so many requests for copies of these stories that they were issued in pamphlet form. Additional requests required the printing of a second edition.

Simpson's life has been packed with the thrilling experiences that come to the star newspaperman. The Presidents from William Howard Taft to Franklin Delano Roosevelt have been among his acquaintances. His reputation as an authority on military and naval topics, diplomacy and politics has on several occasions brought him tenders of important political posts that have been turned down.

yet they are the "beats" that are the only distinguished service medals of a reporter's calling. They are hard to come by. When they do come, often luck rather than special skill or energy or understanding attends their blossoming. And sometimes deep official design alone makes them possible.

**P**ERHAPS that explains why the writer's years in the Washington press gallery come back in memory with curious sidelights so much brighter than recollections of great events. It is the human side—not of the news itself, but of the great men who made the news that lingers longest.

There is, for example, an unforgettable memory of President Wilson, alone, grimly driving stricken and reluctant muscles to bear him down a long, echoing, empty corridor in the capitol to the last scene of his presidency on Warren Harding's Inauguration Day. There is a momentary glimpse of Secretary Hughes, with coat-tails aflutter in the wind of his motion, dashing afoot from a naval conference committee room to the White House to set right a casual presidential word that might have wrecked the most momentous peacetime parley of the age.

There is a picture of Gen. Leonard Wood, red of face, eyes blazing with inner excitement over a blow to his soldierly ambition, his limping gait accentuated by his nervous tension, stumping a War Department corridor after hearing officially that Pershing did not want him in France with his division; of Gen. Hugh Scott, similarly turned back at the embarkation dock, declaring "Pershing is right" although his blue eyes were wet with disappointment.

There is Pershing himself, "Black Jack" Pershing after the war, gazing out over the tree-shaded White House lawns from his office window and wistfully wishing the army in France could have known him for the kindly heart beneath the stern exterior duty required of him.

# on the Washington Screen . . .

**T**HERE is no end to such brief flashes on that long, long memory film. And perhaps clearest of all is a corridor in the State Department, leading to the Secretary's door. Secretary Bryan is out. It is the noon-ing hour. Even messengers who guard official portals are away to lunch.

Word has come that the Lusitania is sunk, done to death by a German submarine off the Irish Coast. Lives have been lost, noncombatant lives, American lives. The public does not know of it yet. The course of world history is changed with that terse cablegram.

It will be bitter news to Bryan. It means the end of his high held hope that America would make peace, not war. And an AP reporter, lurking in that corridor to await the Secretary's coming, must tell him of it.

He comes, at last, stepping from the elevator toward his office door. He steps out briskly, confidently, a burly, solid figure with wide-brimmed black slouch hat, with a smiling, kindly nod of recognition for the reporter hesitating how to word his tragic message.

It is told, finally, bluntly, simply, almost whispered. Bryan stands with head bent to listen. The smile in his eyes is dead at the word. The broad back seems suddenly to stoop a little. Lines appear beside close shut lips. The man seems to shrink into himself as he stands with brooding eyes fixed on space down the corridor.

"Is there any doubt, any chance of mistake?" he asks finally, his voice low.

"None, sir. It is an official British report."

"Thank you."

And Bryan goes on to his office door, opens it, closes it behind him, slowly, softly, so softly there is no sound of its closing.

There was small "spot" news value in that. The AP told it in half a line: "Secretary Bryan made no comment." Yet years later, standing beside his tomb in Arlington National Cemetery to write the story of The Great Commoner's last journey, it was vividly back in the reporter's mind as the memory of a tragic, terrible moment in the life of the Nebraska Apostle of Peace.

**A**NOTHER lingering war memory turns also on an event that was great yet had no "picture" values. The AP story unquestionably was the longest—and the dullest—ever carried on those wires. It began at 9:00 o'clock one morning and ground steadily on in clicking dots and dashes of the Morse code until 2:00 o'clock next morning.

Except for a "lead" now and then, recapitulating progress, that story consisted of 10,000 paragraphs each saying the same thing but for differing numbers: "Number so-and-so is number this-and-that," they read, hour after hour. That was the news, each paragraph a vital incident in the lives of some thousands of men.

That was the first war draft drawing, establishing the order of registrants to be called up for duty with the colors, exemption or deferred classification. It took supreme staff cooperation in Washington and along the chattering AP wires to hurry it to the waiting thousands, to some of whom the message meant battle death in France. The writing of it was just gruelling hard work. But to an imagination which could picture what it all meant and what the coming of this new host must mean in France, there was a thrill in every word, in every click of a telegraph key.

**A**NOTHER queer sequence of memory flashes is groped about Franklin D. Roosevelt as the central figure. It begins in his little cabinet days in the navy department before the war, in contacts with a gay, comradely, happy-hearted young man of fine, upstanding physique. Enduring friendships were born of those daily chats between the Assistant Secretary and the reporters. The men now closest at his side in the White House, his secretaries, were of that company. And none of them but knew he aimed then at the Presidency, yearned to deal with vast affairs, feared not responsibility.

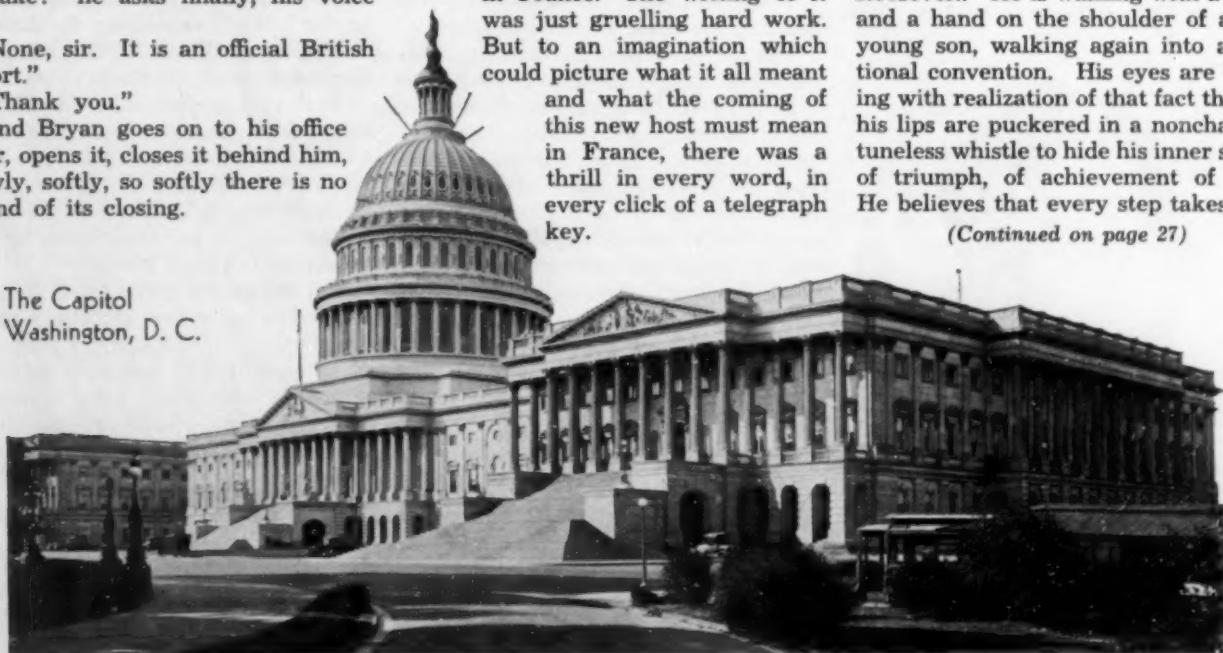
The scene shifts to San Francisco in '20 with young Roosevelt wrenching New York's standard from reluctant Tammany hands to plunge into a demonstration honoring President Wilson, shaking lesser men from his wide shoulders. He surges along down the aisle with smiling joy in the political battle, in his own physical prowess.

Another cut-back, this time to New York, to old Madison Square Garden and the tumult of the Democratic convention of '24, reaching the unimaginable peak of noise as Roosevelt, the same gay, bouyant voice, the same glad smile, nominates Al Smith for president. But it is a Roosevelt on crutches, upheld only by his mighty will to walk again.

Still another shift. It is Houston now in '28. Roosevelt is coming in again to nominate Smith; but a new Roosevelt. He is walking with a cane and a hand on the shoulder of a tall young son, walking again into a national convention. His eyes are blazing with realization of that fact though his lips are puckered in a nonchalant, tuneless whistle to hide his inner surge of triumph, of achievement of will. He believes that every step takes him

(Continued on page 27)

The Capitol  
Washington, D. C.





# But the News Came Through!

**B**URIED, with the knot of the hangman's rope marking whatever remains of their rebel necks, are the Nazis who tried to overturn the republic of Austria but succeeded only in slaying her Chancellor.

Interred in unmarked graves, with the brand of traitors upon them and bullets in their skulls, are the scores who fell in the Hitler "blood purge" of the thirtieth of June.

But still carrying on, with stark memories of the sights they witnessed and the horrors they described in line of duty, are the European correspondents to whose lot it fell to cable home the two most dramatic stories of the year—the revolt in Austria and the crushing of the storm troop rebellion in Germany.

**I**T is doubtful whether such grave difficulties as these two stories presented ever piled up within such a short space of time. There was censorship, real danger to life and limb, the absolute necessity of sifting fact from a tidal wave of rumor and speculation, and the need for utmost accuracy and speed when all the malignant fates conspired against both. It is to the ever-resounding credit of all correspondents abroad that from the welter of unbelievable report and even more incredible fact, they corralled the truth in record time and spread it upon the pages of the American press for the horrified American public to read.

In chronological sequence, the Hitler "blood bath" comes first.

From the cables received on that

## Foreign Correspondents Braved Many Dangers And Censor's Wrath to Report Recent Events

By JACK C. OESTREICHER

Director of Foreign Service, International News Service

historic day at the end of June, and letters which have flowed in since that date telling of the scenes that struck terror in the heart of Berlin, there unfolds a story somewhat different from the perfunctory narration of Reichsfuehrer Hitler himself, who spoke for two hours before the Reichstag in defense of his actions that day and scoffed at the complaints of correspondents that they could not learn the truth from the government itself.

**W**HAT actually happened? Well, troop trucks rumbled through the streets of Berlin that warm June day, and machine guns were posted before storm troop headquarters and strategic points in the city.

Speedy motor cars bearing high officials, not excluding Herr Hitler himself, swept out of Munich into the tree-lined streets of a Bavarian resort not far away.

The legions of Hitler's picked guards swarmed in droves to prearranged points. The secret police of Prussian Premier Hermann Wilhelm Goering took possession of homes, offices and public buildings.

Then the rat-tat-tat of machine-gun fire and the blast of pistol fire.

Then a blanket of censorship, complete and impenetrable.

In the next hour or two, those brilliant correspondents, with ingenuity and initiative, found out that Hitler and Goering had shot down some three-score of "traitors within the ranks"—von Schleicher, Roehm, Ernst and the others whose names have since been blazoned throughout the pages of the world's press.

This news they got out, while Germany, still a center of the world's civilization and culture, remained blanketed from the world.

No cables were allowed to be sent. No telephone calls could be made. Even at the New York end, we were bluntly informed that calls to Berlin would not be accepted.

How did the news get out? One of the tricks of the trade, perhaps, but it did, and after two hours during which German officialdom fondly

thought the world was in profound ignorance of what was transpiring within its borders, the bigwigs of the propaganda ministry summoned the correspondents to its headquarters and thrust upon them the official explanations of what had occurred.

Then the facilities of communication were reopened, and the job became easy.

**P**ERHAPS even more difficult was the task of covering the revolt in Vienna, when Chancellor Engelbert Dollfuss was shot down in his office after Nazi insurgents had seized the government radio station and broadcast a false announcement that his régime had resigned—obviously a signal to the Brown Shirts throughout the republic to rise and strike.

The ingenuity of the rebels in seizing the radio station and clogging other lines of communication contributed largely to the difficulties there. On hand for *International News Service* was H. R. Knickerbocker, the brilliant roving European correspondent and Pulitzer Prize winner, who sped to Vienna by plane when word first leaked out that trouble was brewing in the historic capital on the Danube.

But from Vienna itself came only fragmentary reports. The hours passed and confirmation of Dollfuss' death from his own capital remained absent. The *International News Service* correspondent at Prague was able to flash through official word of the assassination, as confirmed by the Austrian Legation there.

But we wanted news from Vienna—wanted to know how Dollfuss had met his death, just how great a threat the Nazi uprising was, just how many had died and how many were arrested—and most of all, whether the revolt was going to confront the world with the new war which the world has so long feared!

**S**O we fired cable after cable and made one telephone call after another to the scene, to meet with nothing but rebuffs on every side. And for the most colorful and picturesque



Jack C. Oestreicher



explanations of why these went unanswered and how the resourcefulness of correspondents resulted in eventual transmission of the true story, I refer you to an excerpt of a letter from Knickerbocker to Barry Faris, our vice-president and general news manager, written only a few days after the smoke had cleared away:

"The Vienna story," he wrote "was a nightmare. I got in from Berlin at 6:30, and into town by 7:00 o'clock, got filled in and could have filed tons for that day's afternoon papers in America if I could have got it out. Not a chance. About 9:00 o'clock in the evening the whole community lit out for Bratislava, a two-hour drive normally, but John Gunther of the *Chicago Daily News* and I did it in an hour and a half.

"We had figured out a good scheme. We could go over into Bratislava and telephone our stuff, then motor back into Austria and from the first town near the border telephone our men in Vienna—you could telephone inside of Austria—then go back to Bratislava and file the latest news.

"When we got to the Czech side of the border, however, they informed us that according to law the border had to be closed to auto traffic at midnight. That would have killed our scheme. So we took the Czech customs inspector aside and argued with him. We explained how dear the Czechs were to Americans who had harbored Masaryk (president of Czechoslovakia) and helped found the Czech republic; we insinuated it would be fine for Czechs to have all the news about Austria published; we dwelt on his

duty as a good democrat to help democracy, and so on. Nothing doing—he had to close his border at midnight. It was the law.

"All of us went out of the room. I put up a 100 schilling note—about \$25. The Czech official was alarmed, amazed, hurt, indignant. He pushed the money back. We went off, leaving it on his desk.

"It didn't do us much good because by the time we got our stuff out of Bratislava it was 4:00 o'clock in the morning, and in the meantime the telephone lines out of Vienna to the outside world had been opened. There were no less than 50 newspapermen of every nationality in Bratislava, all clamoring for the one line out.

"But when we got back to the frontier just before dawn, there was our brave Czech official. He had changed his mind and bedded down in the office overnight.

"We were delighted to see him, shook hands with him, thanked him, and when he—of all things—produced the money and handed it back to us we were moved. We refused to take it. He insisted. 'Yes,' he said, 'I only wanted to help you boys. But I can't take the money.' He absolutely wouldn't have it, and when he finally threatened to get mad, we yielded and took it back, with another round of handshaking, and exclamations of appreciation, thanks, and finally a cheer for that grand old example of unparalleled rectitude.

"When we got out to the car they handed me the money, and I noticed there were a number of bills instead of the single 100 schilling note I had

supplied. So I counted the money. It counted up to 60 schillings.

"The old boy had laid awake thinking about that 100 schillings. It amounted to two weeks' salary for him. That was obvious corruption, downright bribery. He could not be bribed. But he could be tipped. So he kept the 40 schillings and returned the rest."

**C**HARACTERISTICALLY enough, it was the humorous incidents such as that upon which "Knick" and his colleagues dwelt in their letters home describing the events. A casual mention of working themselves "black and blue in the face," bivouacing on desks for a few snatches of sleep, and struggling for hours on end with the vicissitudes of censorship, recalcitrant officials and inadequate communication facilities, however, furnishes illuminating flashes of the difficulties concerned.

Incidentally, for the edification of American reporters who usually find the telephone and telegraph companies home here ready to cooperate with leased wires, operators and all the rest, Knickerbocker's description of the funeral of President von Hindenburg at Tannenberg in East Prussia is significant.

There was but one telephone line available to Berlin, his letter disclosed, and no less than 400 newspapermen from all over Europe clamoring for its use. The only way to get a call through at all was to use the Blitz (lightning) rate—ten times that of the ordinary charge, with the result that in the space of a few hours the I. N. S. telephone bills from Tannenberg to Berlin began to assume the proportions of a national debt. But it was either that or no story, and economies went by the board.

In connection with the Austrian revolt, Tom Wilhelm of our Berlin staff, who went along to Vienna with Knickerbocker, picked a unique but entirely successful way of handling the story.

The yarn was breaking simultaneously all over the capital, so he grabbed his portable and commandeered a taxicab. He wrote while the cab reeled through smoke-filled streets, stopping every time he saw a telephone booth to telephone whatever happened to be ready to Alfred Tyrnauer, our Vienna chief, who sat by his battery of phones in his offices.

Tyrnauer in turn telephoned it to Berlin or London for quick transmission as soon as he could break through the censorship, with the result the story was told just as it actually happened. Each time Wilhelm heard a

(Continued on page 36)

**C**ENSORSHIP has spread its obscuring cloak over a great portion of the world in the last 25 years, due largely to the World War and its aftermath of uncertainty, turmoil and dictators' rise to power.

Terrible, dramatic things have been happening—things that dictators and their cohorts were not anxious for the outside world to know. This has made it very difficult for the foreign correspondents of American newspapers and press associations to report what has been transpiring abroad.

Jack C. Oestreicher, who, as director of foreign service for the International News Service has one of the toughest jobs in press association work, tells something of those difficulties and how they are met by alert correspondents in the accompanying article.

He has been associated with I. N. S. since 1923. After working in the New York bureau for several years, he was assigned to London and shortly thereafter made assistant to the London manager. Later he was recalled to New York, serving as cable editor and then news editor before being appointed to his present post.

# These Are the Men Who

By EUGENE PULLIAM, JR.

President, DePauw University Chapter,  
Sigma Delta Chi



Millikan



Lockwood



Clippinger

**S**ERVICES were about to begin in the chapel of DePauw University on the morning of May 6, 1909. The low murmur of voices was hushed suddenly by a stir at the back of the auditorium. Heads turned quickly to learn what was happening.

Down the aisle, looking neither to the right nor the left, marched ten young men. They wore black and white ribbons in the lapels of their coats. They found seats and sat down in a body just before the services began.

Those in the chapel knew that a new organization had been born on the campus—for this was the traditional way of announcing the formation of any new group. But what could this one be? The men included in its number were well known on the campus, active in fraternal, social and other affairs.

Chapel services over, inquisitive students sought out the ten and asked for an explanation. They received none—merely dismissal with the announcement that all would be told in that afternoon's issue of the *DePauw Daily*.

Sure enough, it was. The *Daily* related that a new organization, Sigma Delta Chi, had come into being and had selected that morning to make its formal bow to the student body. The group, the *Daily* continued, had ap-

propriated to itself an entirely new field, that of journalism.

"Observing the success of the fraternity idea in other professional fields, such as law and medicine," the *Daily's* account said, "it occurred to these ten men, or eleven, as their number originally was, that the idea was also practicable in the field of journalistic endeavor.

"The fraternity," it added, "expects to establish chapters in other colleges and universities in which daily papers are published. In the course of years, it is hoped that the roll of alumni will contain the names of many prominent journalists and authors. By binding such men together in the true fraternity spirit and inspiring them with common ideals, a larger spirit of idealism will be injected into the press of our country."

**I**N such a manner, Sigma Delta Chi made its first public appearance 25 years ago. But this is to be the story of the ten men who marched down the chapel aisle that May morning—who they were and what has happened to them since—rather than of the founding or progress of the organization.

First of all, then, the names of that little group: Gilbert B. Clippinger, Charles A. Fisher, William M. Glenn, Marion H. Hedges, L. Aldis Hutchens, Edward H. Lockwood, Leroy H. Milli-



Riddick



Hedges



# Founded Sigma Delta Chi

kan, Eugene C. Pulliam, Paul M. Riddick and Laurence H. Sloan. Foster Riddick might have been the eleventh man, but he decided he was not interested in journalism beyond the *DePauw Daily* and withdrew from the group before the appearance in chapel.

Nine of the 10 men who founded Sigma Delta Chi are living today. Of the nine, five are actively engaged in journalistic endeavors and the others in the fields of education or social science.

Gilbert Clippinger, who was graduated in 1910, is the only member of the group not living. Actively interested in journalism throughout his college career, he served as university correspondent for the *Indianapolis Star*, business manager of the *DePauw Daily* and business manager of the yearbook, the *Mirage*. He was a member of the Press Club and of Delta Kappa Epsilon.

Following his graduation, he worked for several years as a member of the *Indianapolis Star's* editorial and then went into investment banking, in which business he continued until his death in 1931.

Charles Fisher, also a member of the class of 1910, was a member of Delta Kappa Epsilon, of the Press Club and of the *Daily* staff. He spent the summer following graduation on the staff of the *Kansas City Star*. Then he entered the history department of the Lafayette (Ind.) High School, where he taught for one year.

From 1911 to 1926 he served as prin-

cipal of schools in Huntington, Ind.; Warsaw, Ind.; Benton Harbor, Mich., and Kalamazoo, Mich., five years of the period being spent in Benton Harbor and seven in Kalamazoo. He received a master's degree from Columbia University in 1914 and a Ph.D. from the University of Michigan in 1930.

In 1926, Dr. W. D. Henderson, director of the Extension Division of the University of Michigan, offered him the post of assistant director, a position that he accepted and still holds. Founder Fisher's particular work is the scheduling and directing of extension classes. He also teaches some classes. He is married, has four children, and lives at 416 Buchanan Avenue, Ann Arbor, Mich.

"I have done comparatively no newspaper work," he commented recently, "but I always have been interested in the work of Sigma Delta Chi. By one of those peculiar quirks of one's career, it was not in the cards that I should become a newspaperman."

William Glenn, '11, was the first president of the mother chapter of Sigma Delta Chi. He was editor of the *DePauw's Daily* and a member of Delta Tau Delta fraternity.

He is one of those engaged exclusively in journalism from college days to the present. After doing reportorial work for the Paxton (Ill.) *Register* and the Anderson (Ind.) *Herald* and serving as Sunday editor of the *Indianapolis Star*, he became the edi-

(Continued on page 34)



Sloan



Glenn



Hutchens



Fisher



Pulliam

**Butler University**

Indianapolis, Indiana

The Journalism Department acknowledges with appreciation the professional counsel and cooperation it has received from many of the state's and nation's outstanding editors and editorial staffs, and is grateful especially to those in the capital of Hoosier newspaperdom.

**Cornell University**

Has courses in agricultural journalism. For persons who want to study agriculture, with some journalism on the side, the New York State College of Agriculture, at Ithaca, New York, has certain advantages.

**Grinnell College**

Prepares journalists by combining the fundamentals of news gathering, editorial writing and policies, advertising and business principles with the solid background of social sciences and general culture for which Grinnell is noted.

Department of Journalism  
HERSCHEL M. COLBERT, Chairman

Grinnell College  
Grinnell, Iowa

**University of Kentucky**

Department of Journalism

Member A. A. S. D. J.

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Indiana

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Department of Technical Journalism

First instruction offered in 1905.

Major curricula inaugurated in 1920.

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Ames

Iowa

# Professional Training Success in the News

*Schools of Journalism as they exist in American universities have been the greatest single elevating factor to the journalistic profession. It is true that gifted journalists, without the benefit of professional training, have in the past brought great credit upon their profession and have reaped individual honors. . . It is also true that esprit de corps among journalists, strengthened by associations, clubs, fraternities and trade publications, has exerted a strong progressive force. . . Schools of Journalism have coordinated these necessary elements of individual talent and professional pride with professional training. In so doing they are helping to place the journalistic profession on a place as high as any other, be it medicine, teaching, or the law. . . Timidly at first, and not without scoffing from "practical" men who knew no school but that of experience, Schools of Journalism began something more than twenty-five years ago to try to extract and to pass on to students those principles and practices which could be taught. . . Experience is still invaluable.*

**School of Journalism**

Syracuse University

Syracuse, N. Y.

M. LYLE SPENCER, Dean



# Training Speeds Newspaper Field

able in Journalism as in other professions, but the trained cub makes fewer blunders, wastes much less time in "getting the swing," and enjoys the satisfaction of having to depend less upon nerve and more upon background than the untrained or old style journalist—and the editor of today knows it. . . .

Schools of Journalism have also helped to develop and to train men and women for new journalistic fields, such as the trade press, house and class publications, and general publicity. The latter particularly is becoming increasingly important as government, industrial, economic and social agencies require more and more expertness in getting their messages to a public bewildered by an overabundance of reading material. . . . The journalistic slant, backed by knowledge of the theory, psychology and ethics of Journalism, and enriched by a broad general education, is the quality most in demand in these new fields. . . . Opportunity will not cease to knock, be the times good or bad, at the doors of those who are PREPARED.

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FRANK LUTHER MOTT, Director

Iowa City

Iowa

## Minnesota Salutes Sigma Delta Chi!

The faculty members of the Department of Journalism of the University of Minnesota, all of whom are loyal members of the fraternity, take this opportunity to congratulate Sigma Delta Chi on its twenty-five years of service in the field of journalism and for the advancement of practical ideals within the profession.

Ralph D. Casey      Thomas E. Steward  
Kenneth E. Olson      Thomas F. Barnhart  
Edwin H. Ford      Fred L. Kildow  
Mitchell V. Charnley      William P. Kirkwood

Minneapolis

Minnesota

## School of Journalism

### University of Missouri

Established 1908

Columbia

Missouri

## Montana School of Journalism

### State University

Missoula, Montana

Four faculty members are Sigma Delta Chis.

Montana chapters of Sigma Delta Chi and Theta Sigma Phi won national efficiency cups for 1933.

## The Medill School of Journalism of

### Northwestern University

Evanston and Chicago, Illinois

Offering a four-year curriculum which combines sound educational background with specialized training in Journalistic technique.

## School of Journalism      University of Oklahoma

Norman, Oklahoma

Established in 1913 as the successor of courses in journalism begun in 1908, ranks as one of the oldest schools in the United States. It has been a member of the A. A. S. D. J. since 1921 and maintains all the standards of that organization. In its two curricula—general editorial and community journalism—have been trained hundreds of students now engaged in the profession throughout the country.

H. H. HERBERT, Director

# How Sigma Delta Chi Began

By LEROY H. MILLIKAN

**O**FTEN a letter or a conversation starts the unrolling of memories, so a recent note from the editor of *THE QUILL*, telling of plans for the coming Silver Anniversary of Sigma Delta Chi caused me to seek the old rocking-chair, stick my feet on a convenient table, and shut out all recollections, except those having to do with the founding of the fraternity on the old DePauw Campus 25 years ago.

A few years after the beginning of Sigma Delta Chi, I wrote at the request of Laurence H. Sloan, a short history of the founding of the organization and forwarded it to him. I remember very distinctly that I used yellow paper of the ten-cent store variety. It never occurred to me to keep a carbon copy, and I suppose the yellow sheets have long since disappeared and I must trust to memory.

The idea of forming a journalistic fraternity was in my mind for several months before I spoke of it. I knew there were organized groups sponsoring special lines of work or professions and where could one find a greater field than among men interested and active in newspaper work. As far as I knew no such organization existed, although there were Press Clubs in some of the colleges. I had no wish to run counter to them.

**T**HE more I thought of the idea, the more enthusiastic I became and I finally mustered sufficient courage to spring it at one of the staff meetings of the *DePauw Daily*, then in its second year. We were meeting at this time in the basement of East College. I cannot recall whether all the members were present or not. It is my thought some were absent. It was perhaps partly chance that the entire staff was not later included.

The fraternity set-up was so strong in DePauw that none of us ever thought of organizing on a more liberal basis. The staff members were not overenthusiastic at first, but most of them were young and dreams come easily and grow quickly.

I am frequently asked if I or the other fellows had any glimpse of the remarkable development of Sigma Delta Chi? My personal thought is "Yes" and "No." I believe we saw the possibilities but not the probabilities of the future. I have not seen some of

---

**T**HERE'S an interesting story behind the selection of the Greek letters Sigma, Delta and Chi as the combination to designate the journalistic fraternity that came into being 25 years ago at DePauw University—and now it can be told!

The revelation is made in the accompanying brief but enlightening reminiscences—written by the man credited with the original conception of Sigma Delta Chi, Leroy H. Millikan.

---

the charter members since my graduation in 1909, but I know every man is extremely proud to be so listed and marvels at the fraternity's great progress for which most of us can take no credit. The future! The day of prophesy is past. Sigma Delta Chi will continue to grow in membership and will always insist on the highest ethics of journalism.

I am tempted to be personal about the ten charter members, but I know they will have their parts in this Silver Anniversary and they are very capable of furnishing their own copy. There never was a finer bunch of fellows, and each is doing a fine piece of work in his particular column in the newspaper of life. Only one has left the beat. Gilbert Clippenger handed in his last assignment a few years ago.

Now I know how much the personal and human interest enters into the early days of Sigma Delta Chi. I will not try to give all the happenings which come to my mind, but there are some which are personally more significant than others.

**F**ROM the very first we decided to be very secretive and the various committees generally held their mysterious conferences after midnight—gum shoe tactics. We had a great deal to say about a ritual and despite hours devoted to its composition, I think I am safe in saying the fraternity had no ritual until sometime after its founding.

Then there was the colossal task of choosing a Greek-letter name. This assignment was given to Eugene

Pulliam and myself and I think we studied *Baird's Manual* much more diligently than any college textbook on our shelves. We became desperate. We were flunking in Greek. And then the gods came to our rescue, although they did not relieve us of all fear. Gene and I were ardent supporters of the Kappa Kappa Gamma Sorority and it looked as if matters were pretty serious between us and two of its members. When the Kappas pledge they use a pin known as the Sigma Delta, and it is sacred for this purpose only. If I were not sure the statute of limitations will protect us, I would not dare tell that Gene and I were secretly wearing pledge pins. "Sigma Delta! Sigma Delta! Say, how would it sound to add Chi?" There you are, Sigma Delta Chi! The fraternity was named!

The question of colors came up and I said, "Why not use black and white?" No sooner said than acted upon. I am not sure as to all the details concerning the pin, but I'm under the impression William Glenn and perhaps others can give them. It is a combination of Phi Gamma Delta, Delta Kappa Epsilon, Phi Kappa Psi, Phi Delta Theta, and Delta Tau Delta. Each of these fraternities was represented in the charter member group, as was Sigma Chi.

We had now reached the point where we just could not wait any longer to make ourselves known. What was the difference if there were considerable details to be worked out? Let others be responsible later on. And they were.

On May 6, 1909, we met in the east corridor of Middle College. Just before chapel convened we solemnly marched into Mehany Hall and wearing the black and white colors took front seats under the east balcony. Sigma Delta Chi thus announced itself to the world!

I do not need to sit longer in the old rocking-chair, and it is time to take my feet off the table. I haven't given every memory but all are dear to me as I know they are to my fellow founders who can no doubt add to them.

In closing, may I offer this wish—may time, the greatest of all alchemists, take the silver of the past 25 years and the silver of the 25 years to come and turn it into purest gold for Sigma Delta Chi!



# Twenty-Five Years of Progress

By ALBERT W. BATES

Former Executive Secretary,  
Sigma Delta Chi

**T**WENTY-FIVE years have passed since the day in 1909 when ten students at De Pauw University announced publicly that they had formed, with themselves as charter members, a journalistic organization to be known as Sigma Delta Chi.

They proclaimed it a fraternity professional in its scope and concepts—a fraternity in which they planned to include only those men who “expressly intend to enter newspaper or other literary work as a life profession.”

They expressed the belief and hope that in time the roll of members would include many prominent journalists and authors—that the binding of such men together would inject a larger spirit of idealism into the press of the country.

How well did they plan—how true was their vision? What has happened in the intervening years?

**T**URNING to the Sigma Delta Chi of today, we find:

The largest, yet most selective, journalistic organization in existence—a brotherhood of nearly 8,000 university-trained journalists, graduates of 57 American and Canadian institutions.

A fraternity of 42 active undergraduate chapters, each adhering to definite professional standards under a rigidly enforced national constitution.

The only fraternity publishing a monthly magazine the year round. And that magazine a professional journal enjoying an enthusiastic patronage not limited to members of its publishing organization, but including also nonmember newspaper and magazine men the country over.

A magazine endowment fund, conservatively administered, which has placed *THE QUILL* of Sigma Delta Chi on a permanent, solid rock foundation.

A highly successful Personnel Bureau entering its tenth year as an agency for obtaining employment for members in their chosen profession and of serving employers by locating properly qualified men.

A national headquarters, economically operated, located in Chicago, serving all of the active and alumni chapters; keeping all national fratern-



Albert W. Bates

*After serving as executive secretary of Sigma Delta Chi and business manager of The Quill for five years, Bates resigned last summer to enter the advertising department of Swift & Co.*

---

April 17, 1909—Sigma Delta Chi formally organized.

\* \* \*

May 6, 1909—First public appearance and announcement.

\* \* \*

April 26, 1912—First National Convention, held at De Pauw.

\* \* \*

February, 1913—The Quill makes its first appearance.

\* \* \*

November, 1920—Secrecy abolished at Sixth National Convention.

\* \* \*

November, 1923—Quill endowment fund plan approved.

\* \* \*

August 1, 1925—Personnel Bureau opened.

\* \* \*

January, 1928—National headquarters opened in Chicago.

\* \* \*

January, 1930—The Quill becomes a monthly magazine.

\* \* \*

May 19, 1934—National headquarters destroyed in Chicago Stockyards Fire.

\* \* \*

October 19, 1934—Silver Anniversary Convention convenes at De Pauw.

nity records; centralizing the routine and many other functions of more than a dozen national officers; performing all circulation, advertising and general publishing labors of the magazine each month, and operating the Personnel Bureau.

A permanent research program, its second study already underway, providing for independent research as well as cooperative projects with such other bodies as the American Society of Newspaper Editors and the American Association of Teachers of Journalism.

A chapter visitation program, costing Sigma Delta Chi nothing, but yielding most of the advantages of the traveling secretary system and some that the latter doesn't have.

A program of chapter activity, nationally suggested and checked, designed to encourage energetic service to journalism department, university and state or sectional journalism; provide a constant test of professional ability and intent; promote scholarship, and strengthen internal organization.

**T**HESE accomplishments are the result, of course, of far-sighted leadership that came to the front, fortunately for Sigma Delta Chi, at the most crucial period of its existence, during and following the World War.

The first school of journalism matriculated its first class in 1910. Sigma Delta Chi was founded at De Pauw University, Greencastle, Indiana, on April 17, 1909. It may be said, therefore, that the origin of Sigma Delta Chi was coincident with that of journalistic instruction. Its growth has followed the spread of that instruction. And its development, in a sense, parallels the mistakes and the successes in the instructional field.

The idea of formal education for journalism was as new (and often as repulsive) to occupants of the editorial chairs two decades ago as college training for law had been to the barristers of a generation or so before.

Just as the idea of instruction for journalism spread rapidly, so did the idea of a fraternity for men journalism

students catch on quickly. Sigma Delta Chi had 12 chapters by April 26, 1912, when the first national convention was held at Greencastle. At that convention a ritual was adopted, a constitution approved, a magazine—*THE QUILL*—provided for and Laurence H. Sloan was elected first national president.

BY 1920 the fraternity had outgrown its swaddling clothes, had cast off secrecy, had formulated definite professional standards of membership and done away with its former "honorary" status, and had passed through a trying expansion period. *THE QUILL* had seen its leanest year. Sigma Delta Chi was still young, compared with fraternities of other professions, but it had been a pioneer and had profited accordingly. It had, since 1909, been laying the foundation for a development which, gaining momentum in the early twenties, by 1930 had far exceeded the fondest hopes of its founders.

One of the greatest single forward steps in Sigma Delta Chi history came when the ninth convention at the University of Minnesota adopted, Nov. 20, 1923, the life subscription and endowment fund plan proposed by President Ward A. Neff, then vice-president of the *Corn Belt Farm Dailies*. The plan was designed to put *THE QUILL* on a sound financial basis and was in effect by 1925. Just five years later the new monthly magazine came into being.

Decision more than 15 years ago against publication of chapter news letters has had an important bearing on development of *THE QUILL*. The usual appurtenances of the fraternity organ have either been scrapped or left to correspondence from the national and executive secretaries to the chapters direct. *THE QUILL*'s policy, almost from the beginning, has been to provide an open forum for discussion of editorial problems and to present articles covering all phases of editorial journalism.

Just as Phi Beta Kappa now publishes the *American Scholar* "for all who have general intellectual interests," so does Sigma Delta Chi publish *THE QUILL* for all who have an interest in editorial work. It requires no great stretch of the imagination to see *THE QUILL*, published cooperatively by the present and future journalistic leaders, the great outstanding organ of journalism in America, the recognized spokesman for a responsible profession.

**T**HE central office was established in January, 1928, in the building occupied by the *Chicago Daily Drovers*

*Journal of the Corn Belt Farm Dailies* group, and by Radio WAAF. There Past President Ward A. Neff had his offices, as did the chairman of the executive council, Past President Charles E. Snyder, editor of the *Drovers Journal*.

The office, along with valuable records and all supplies, was wiped out by fire in the stockyards blaze that swept the building in May, 1934. Past President Neff is rebuilding, however, and is planning to provide space for Sigma Delta Chi in his new building. Incidentally, Sigma Delta Chi has

never paid a cent for the rental, lighting and heating of its national headquarters, all these having been provided by Neff.

**T**HE Personnel Bureau has been operated at Chicago for the past seven years and for the last four as an adjunct of the central office. The late John G. Earhart put the bureau on an efficient basis when he became director in 1927, and his daily service was given to the bureau for five years without personal compensation. Any member, on payment of a \$1 fee, is entitled to the services of the bureau for three years. The service fee, payable upon placement, is substantially lower than the prevailing employment agency rate.

If any one thing more than another characterizes Sigma Delta Chi chapters the country over it is their intense and sustained local activity. Some of the activities of journalistic character include publication ventures of all kinds, sponsorship of state press meetings, awarding of prizes for meritorious editorial work by editors of the state or section and by campus journalism students, promotion of greater educational advantages in the journalism school, creation of scholarship funds for worthy journalism students, broadcasting of campus news by radio, maintenance of news services for state newspapers and magazines, and organizing of round table discussions for working newspapermen and students.

Gridiron banquets at which humorous skits "roasting" campus notables are featured are widely known activities of a number of chapters. Illinois' "Axe Grinders' Ball" and Indiana's all-university "Blanket Hop" are examples of nonjournalistic activities sponsored by Sigma Delta Chi chapters. Some of these are for revenue purposes, profits going to services of journalistic nature. The North Dakota chapter, for example, earned a profit on an annual stage production for several years and then presented a \$2,500 printing plant to the University of North Dakota. Indiana, using "Blanket Hop" profits, set up a substantial scholarship fund for pre-journalism students.

Activities undertaken by the chapters are as varied as are local conditions, yet all have the same fundamental purpose—to serve. And in serving the school, the university and the state press it naturally follows that their own interests, individually and collectively, are well cared for.

To reward general scholarship the national fraternity has established a key and awards a certificate, as an

## National Presidents of Sigma Delta Chi

Sigma Delta Chi has both a national president, who is the active head of the organization, and a national honorary president. Following is a list of the national presidents of the fraternity; their dates of office, and present connections:

Laurence H. Sloan, 1912-13, Vice-President, Standard Statistics Company, Inc.

Chester Wells, 1913-14, deceased.

Sol Lewis, 1914, Publisher, *Linden (Wash.) Tribune*.

Roger F. Steffan, 1914-16, National City Bank, N. Y.

Robert C. Lowry, 1916-19, deceased.

Felix M. Church, 1919-20, Editorial Staff, *Detroit Free Press*.

Lee A. White, 1920-21, Editorial Staff, *Detroit News*.

Kenneth C. Hogate, 1921-22, President, Financial Press Companies.

Ward A. Neff, 1922-23, President, *Corn Belt Farm Dailies*.

T. Hawley Tapping, 1923-24, Alumni Secretary, University of Michigan.

George F. Pierrot, 1924-25, Managing Editor, the *American Boy-Youth's Companion*.

Donald H. Clark, 1925-26, President, Commerce Publishing Company.

Roy L. French, 1926-27, Director, School of Journalism, University of California, at Los Angeles.

James A. Stuart, 1927-28, Managing Editor, the *Indianapolis Star*.

Robert B. Tarr, 1928-29, City Editor, *Pontiac (Mich.) Press*.

Edwin V. O'Neil, 1929-30, Publisher, *Hagerstown (Ind.) Exponent*.

Franklin M. Reck, 1930-31, Assistant Managing Editor, the *American Boy-Youth's Companion*.

Charles E. Snyder, 1931-33, Editor, the *Chicago Daily Drovers Journal*.

Walter R. Humphrey, 1933-34, Editor, the *Temple (Texas) Telegram*.



annual honors day feature, to all graduating journalism students who stand in the highest ten per cent of their graduating class. The award is for members and nonmembers alike and is for both men and women.

**T**HE national conventions of Sigma Delta Chi are today of national significance because of the prominent journalistic figures who address them.

Research, one of the most valuable professional fraternity activities, is the latest service to which Sigma Delta Chi has turned its attention nationally. The first problem, concerning editorial salaries, was completed in 1931 and received favorable attention among editors and publishers. An occupational survey, long needed by educators as well as editors interested in employment problems in their relation to professional school output, is the fraternity's current project.

Service, it seems to those in close touch with Sigma Delta Chi nationally and locally, has always been the foremost objective. And much has been accomplished. Yet we know that realization of the service eventually possible through intelligent direction of a nationwide organization of Sigma Delta Chi's type has only just begun. A past president has put it this way: "By building an organization that is 100 per cent journalistic, and composed of superior men who are going to hold

key positions, we are forging what will be, in effect, a powerful weapon to use against unethical practices. I can see Sigma Delta Chi an expansive group of very influential men, men of such influence that when the fraternity frowns upon a practice, that practice will be seriously discredited. **THE**

**QUILL** gives the fraternity an amphitheater in which to fight its journalistic battles. The life subscription plan gives each member a seat in this amphitheater. Thus, though out alumni shall probably always be rather loosely organized, we shall be able to maintain a reasonably united front."

## Honorary Presidents of Sigma Delta Chi

Following is a list of the national honorary presidents of Sigma Delta Chi, their dates of office, and their present connections:

Chase S. Osborn, 1912-19, former Governor of Michigan, editor, author and publisher.

Willard G. Bleyer, 1920-21, Director, School of Journalism, University of Wisconsin.

F. W. Beckman, 1921-22, Managing Editor, the *Farmer's Wife*.

Walter Williams, 1922-23, Dean, School of Journalism, University of Missouri.

James Wright Brown, 1923-24, Publisher, *Editor & Publisher*.

Eric W. Allen, 1924-25, Dean, School of Journalism, University of Oregon.

William Allen White, 1925-26, Editor and Publisher, the *Emporia (Kan.) Gazette*.

Kent Cooper, 1926-27, General Manager, the *Associated Press*.

Harvey Ingham, 1927-28, Editor, *Des Moines Register & Tribune*.

William P. Beazell, 1928-29, former New York newspaper executive, now with the NRA.

Bristow Adams, 1929-30, Department of Agricultural Journalism, Cornell University.

Frank E. Mason, 1930-31, Vice-president, National Broadcasting Company.

Marlen Pew, 1931-33, Editor, *Editor & Publisher*.

Frank Parker Stockbridge, 1933-34, Editor, the *American Press*.

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It Leads in  
Advertising,  
Circulation,  
Editorial  
Content

And editorial content  
leads to reader accep-  
tance—which explains  
why NEWS circulation  
is higher than ever be-  
fore, growing steadily  
year by year, even  
since 1929.



## AT DEADLINE

By R. L. P.

(Continued from page 3)



magazine. He was told to prepare six issues a year, no issue to cost more than \$20. Pennell set out to assemble the first issue. He was expected to have two issues out before the end of December, 1912.

But no magazine can go to press without copy—and cooperation and copy were lacking. Editor Pennell struggled on and in February, 1913, brought out Vol. 1, No. 1, although it bore a December imprint.

Pennell was succeeded by Pyke Johnson, in 1913. By this time, the optimistic plan of having the magazine issued six times a year had been dropped and quarterly publication ordered. Johnson was renamed editor at the 1914 convention.

JOHNSON had ambitious plans for THE QUILL and worked energetically to achieve the magazine he envisioned—but he too met lack of cooperation and then came the bugaboo of financial difficulties. Not many weeks after the 1914 convention, affairs reached a crisis.

Carl Getz, then a journalism teacher at the University of Montana, was named editor. He proceeded to get out an issue that met with enthusiastic approval. But Getz later began a campaign to abolish secrecy in Sigma Delta Chi that brought opposition from a majority of the chapters.

It finally resulted in Getz's resignation in November, 1915. He had offered to resign several times before, but on each occasion had been prevailed upon to reconsider. The fight that he set in motion for the abolishing of secrecy was won several years later. He did splendid things for the magazine and brought out five issues, more than any man before him.

"Running THE QUILL has been a hell of a job," Getz wrote. "I have been praised and whanged—most ly whanged; I don't know why I've kept at it and yet I've enjoyed it."

He turned the editorial duties over to Lee A. White, then a member of the staff of the School of Journalism at the University of Washington and now a member of the editorial staff of the Detroit News.



WHITE, under whose hand THE QUILL was to make remarkable strides forward, found he had inherited a lot of financial grief as well as the title of editor. But he had faith in the future of the fraternity and its magazine—so much faith that he borrowed \$150 on his personal note from a Seattle bank and sent it off to Getz to wipe out some outstanding QUILL bills.

A \$10 assessment was placed upon each chapter to aid THE QUILL. Slowly but surely the assessments drifted in. Unexpected but highly welcome and appreciated aid came from Chase S. Osborn, former Governor of Michigan and the first national honorary president of Sigma Delta Chi. He sent \$50 and later added \$12 more. All the back bills were paid up—and there was a slight margin left.

Having guided THE QUILL through the worst year of its existence, White then turned his attention to placing the magazine on a professional editorial basis. It was his belief, a belief not always shared in by the various chapters, that THE QUILL, to be of the most value to the members of the fraternity and to the fraternity itself, should be a professional magazine rather than a fraternity magazine of the usual type.

He filled the magazine—still coming out four times a year—with articles from men outstanding in various fields of journalism. He remained at its helm for five troubled years—longer than any man before or since—through the tempestuous days of the World War when he at times literally carried both THE QUILL and the fraternity itself in a brief case.

White was elected president of the fraternity in 1920 and THE QUILL was transferred, at his suggestion, into the capable hands of Frank L. Martin, of the University of Missouri School of Journalism. He continued along the lines set up by White but found the magazine took more time than he had anticipated. He carried on for two years and then, in 1922, resigned and THE QUILL editorship was taken over by Chester W. Cleveland, editor of the Magazine of Sigma Chi.

AT the 1923 convention, President Ward Neff, now publisher of the Corn Belt Farm Dailies, advanced THE QUILL Endowment Fund as a plan to end for all times the problem of financing the magazine and to insure that it could be made of increasing importance in the journalistic world.





By this time the magazine was being published six times a year and was not self-supporting. Neff proposed that each initiate be required to pay \$20 for a life subscription to the magazine, the income from the accumulated life subscriptions eventually to pay the publication costs.

The plan met with spirited opposition but was finally approved. The opposition continued during the balance of 1923 and through 1924—but the plan continually won more converts, particularly as the quality of the magazine was improved. Today the endowment fund is well over \$70,000 and the magazine is "in the black."

Chester Cleveland continued as editor until March, 1925, when he was succeeded by Mark L. Haas, of the editorial staff of the *American Boy* magazine. George F. Pierrot, managing editor of the same magazine, had been elected president of Sigma Delta Chi at the 1924 convention. Pierrot was intent on making *THE QUILL* a truly professional magazine, the same objective toward which White had striven, and Haas set out along those lines. He did notable things with the magazine.

Haas was succeeded in 1926 by Prof. Lawrence Murphy, of the University of Illinois School of Journalism. The latter was followed by Franklin M. Reck, assistant managing editor of the *American Boy*, in 1927.

RECK was succeeded by Martin A. Klaver, former member of the staff of the *Detroit News* and later associate editor of the *American Boy*, in 1928. He brought the magazine, still being published six times a year, farther along the professional lines, continually urged by Lee White, George Pierrot and others.

And it was upon Klaver that fell both the honor and the burden, in January, 1930, of launching *THE QUILL* as a monthly magazine. The present editor of *THE QUILL* became Acting Editor in the fall of 1930 and Editor with the January, 1931, issue.

Of *THE QUILL* since January, 1931, we shall say little, save that every thought has been to make it a worthwhile professional journalistic magazine of opinion, discussion and experience, both interesting and worthwhile. As long as we have anything to do with it, that will continue to be our objective.



NOW that you know something of the often troubled career of *THE QUILL*—we haven't said anything of the brilliant array of journalistic figures that have contributed to its pages during its 22 years—we would like to return to the present issue to express appreciation of the splendid cooperation of those who made the issue possible.

To those who contributed the articles—to Russell Alexander, publicity director at De Pauw, and to Eugene Pulliam, Jr., president of the De Pauw chapter of Sigma Delta Chi, for their cheerful assistance; to De Pauw, the *Magazine of Sigma Chi*, the *American Boy*, the University of Wisconsin, the *Farmer's Wife* and others who loaned cuts and material; to the advertisers; to the officers of Sigma Delta Chi; to the Ovid Bell Press, printers of *THE QUILL*, and to countless others whose counsel, cooperation and assistance have been deeply appreciated—our sincere thanks.

Now that the Silver Anniversary issue is a reality, we hope to get some sleep before starting for Indianapolis, Greencastle and De Pauw. See you there!

## Highlights and Shadows on the Washington Screen

(Continued from page 15)

along that never abandoned pathway of high ambition; he is so concentrated that he passes by old friends at arm's length, and sees them not.

AGAIN a shift, now to Chicago in '32 and Roosevelt under the flood lights accepting a Presidential nomination as it never had been done before, face to face with the convention. The smile, the bouyant lilt to his voice, the gay courage are all there and the will that as a final grand gesture props him against the speaker's stand and lifts both hands high to show the world he is his own man again.

A final shift of scene. Roosevelt is coming down the ramp to the inaugural stand now, walking with a hand on the shoulder of that same tall son. He is taking his oath of office in a time of crisis, of world chaos. Now he is declaring his faith and the will to push it through. He is launching a new era for the nation, for the world, mayhap, an era of which no man can yet see the fruition.

Of such stuff are the memories of a Washington reporter made.

## WHAT..HOW..WHY Three searching series bring answers to important questions

"Preventing the Cause of Crime" 18 articles, October 3 to October 23

"Who's to Blame for the Movies?" 12 articles, October 24 to November 10

"Parliamentary Law Simplified" 18 articles, November 12 to December 3

TWO of the greatest social problems confronting the citizens of the United States—prevention of crime and betterment of the movies—are handled in lively, vigorous fashion in two special series of articles soon to appear in

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A third series will present a novel discussion of parliamentary law, designed to clarify the rules of order by explaining the principles underlying them.

- Please note the exceptionally low rate at which the entire three series are offered—two full months of the Monitor, with its full measure of world news, special features and editorials, heaped to overflowing by the addition of these three special series.

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Please send The Christian Science Monitor to the address below for period indicated by check mark. Remittance is enclosed.

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For regular daily Monitor subscriptions: 1 month, check here ☐ 75c;  
3 months ☐ \$2.25; 6 months ☐ \$4.50; 1 year ☐ \$9.00.  
For Wednesday issue only, including Weekly Magazine Section: 6 issues  
☐ 25c; 3 months ☐ 65c; 1 year ☐ \$2.60.

## Beyond Tomorrow's Horizon

(Continued from page 9)

the pile, and instantaneously to print that picture on every one of the sheets in the pile. It is all a matter of having each sheet passed through the proper chemical bath and controlling the electrical impulses which pass through the entire pile of paper. So far this is nothing but a rather costly experiment, and the results which have been obtained are crude and imperfect; but it suggests a possible future method of reproducing printed matter as well as pictures, a potential speeding up of the printing process which will make even the highest-speed rotary presses of today obsolete. I do not say that it is coming; I merely point out that by 1984 it may be possible to print a newspaper without a press, to print it swiftly and in large quantities by a photo-electric method which is today almost beyond our dreams!

**T**HERE is still another way in which it is conceivable that we, the publishers of newspapers 50 years from now, may produce and distribute our products without the use of printing presses. And here again the radio, or its refinement, the wire, enters into the forecast.

There is even today no technical obstruction in the way of a system whereby there can be set up in every house, office or other place where a newspaper subscriber wants his paper delivered, a device which will receive and record, photographically, a complete newspaper, page by page. It would simply be a domestic installation of the same sort of apparatus which is now used for transmitting and receiving photographs at a distance. Technically, it can be done today. Economically, it is not yet practical; it costs too much for any single newspaper subscriber to pay for a single copy of his paper. But who is to say that the processes involved will not be cheapened and simplified until it does become economically practical? I think it well within the possibilities that such a thing may occur within the next 50 years.

Then the process of producing and distributing a newspaper may be somewhat like this:

The editor will receive his quota of general news, of general advertising, of pictures and features, by radio in facsimile, automatically, by means of machines requiring no more attention than the automatic printing telegraph instruments require today.

He will set his own local advertise-

ments, perhaps by methods which we have not yet even guessed at.

His local news and comment will be written by his reporters, sub-editors and correspondents, each of whom will operate a keyboard either in the office or miles away from the office, the impulses from which will be transmitted to machines which will put what is written in type without the intervention of printers or the handling of copy.

A single clean proof of everything will be all that will have to be printed, in any sense in which we use the term now. But the pages will be made up of photographic negatives, grouped and arranged with as much care as we now give to the make-up of the type form. And from those pasted-up negatives a single positive will be made of each page.

The pages, in turn, as the positives are completed, will be placed in position in the radio-transmitting apparatus. Every subscriber to the paper will have his receiving equipment constantly tuned in, equipped with a roll of sensitized paper on which the newspaper's pages, one by one as they

are transmitted, will be recorded. That will be a perfectly automatic process, out of sight, behind a locked cover. All the subscriber will see will be the completed page rolling out of the machine, ready for him to take it out and read it.

**T**HIS process may start, say at 5:00 o'clock in the morning, so that by the time the family is ready for breakfast a complete 24-page or 40-page or any other size newspaper is ready for the different members of the household to look over. And it will continue, at more or less frequent intervals, during the day. There will be no distinction, under such a system of newspaper delivery, between morning papers and evening papers. The distinction is lost as soon as you abolish the deadline for news, and you abolish the deadline whenever you eliminate the element of time in distribution of the paper.

Here would be no waiting for delivery trucks or train schedules, no time spent by carriers; the delivery of the paper would be instantaneous, page by page, over the newspaper's entire circulation area. And any important piece of news would become the excuse for an "extra" and would reach every regular reader without the slightest delay. (See page 30)

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## Stockbridge Sees Demand for Trained Men

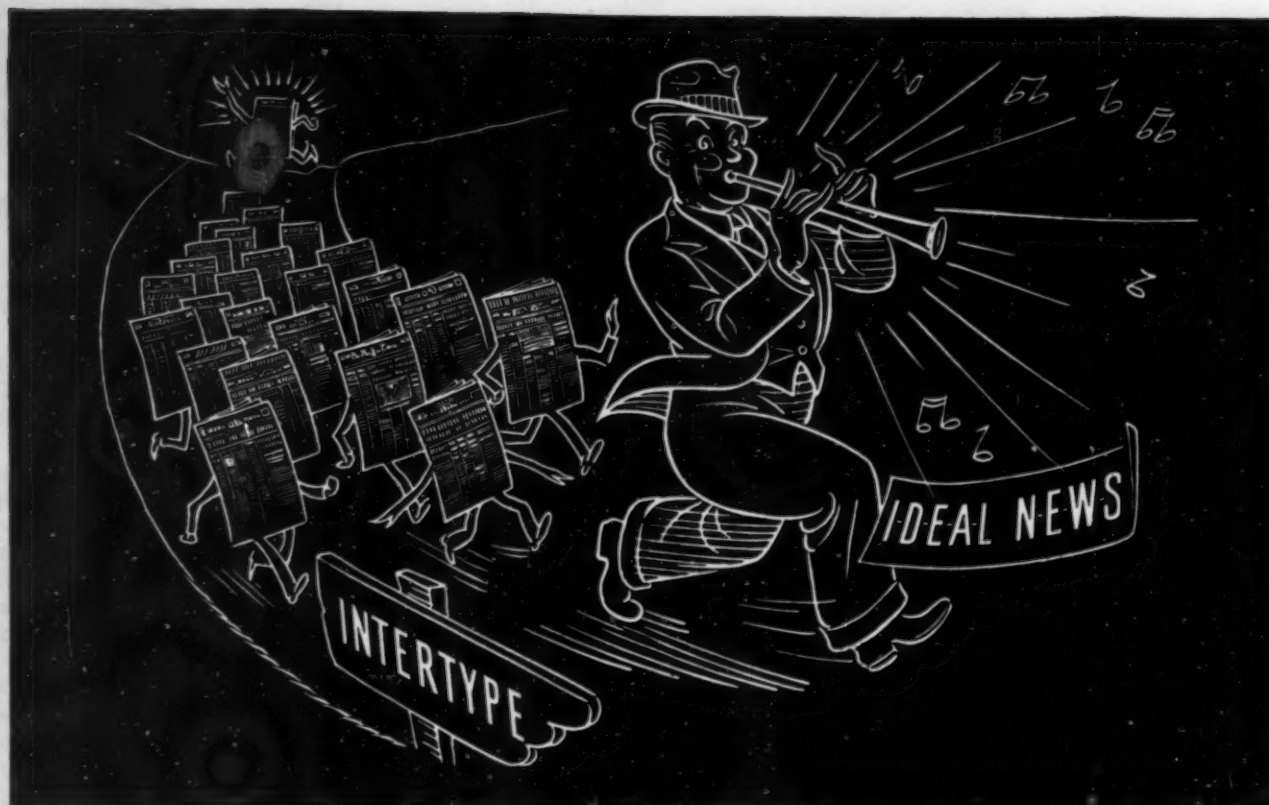
**A**N essential corollary of the new developments in newspaper making to which we can look forward is, as I see it, an increasing demand for better-trained—or perhaps I should say better-backgrounded—newspapermen.

Talking not long ago with the head of one of the great press associations, he remarked that he could get plenty of good police reporters, lots of first-rate men who can cover sporting events, plenty of men who can write a graphic and accurate description of things which occurred in the open, but that it was almost impossible to find, at any price, men who are competent to discriminate between truth and falsehood, propaganda and reality, in the fields of politics, economics and sociology. Those are the fields in which the most vital news of the past few years has originated; they are the fields in which the most important news of the future will doubtless be found. And that suggests to me that there will be more and better-paid jobs for the better-backgrounded men and, quite probably, fewer and certainly no better-paid jobs for the common or garden variety of police reporters, of whom there are too many now.

The employment of reporters is becoming more and more selective already. Newspapers are going farther and farther afield to find men who are highly competent. They are rare. They have always been rare and they will always be rare. I do not believe the newspaper of 50 years from now will employ, directly, any more editorial staff men than it does now; in all likelihood not so many. But if I am right in my forecasts, the great press associations and central feature services will employ many, many more—if they can find them.

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## A Modern Pied Piper

• An Intertype Ideal News ad.  
Reading time only 1½ minutes.

Quill readers are familiar with the old legend about the Pied Piper of Hamelin, whose magic tunes impelled first all the mice in town, and then all the children, to do his bidding.

Like most old legends it is probably the bunk. . . . But there is no bunk about the way one prominent newspaper after another is joining the ever increasing procession of Ideal News type-face users.

The tune "I-D-E-A-L N-E-W-S" is proving more seductive to the publishers of today than was the tune which the Pied Piper piped to the children in the streets of Hamelin back in 1284—admitting for the sake of argument that the exodus took place.

That is because this standard type face has a strong appeal to every publisher's longing for maximum circulation. The one sure way

to attain this coveted goal is to provide one hundred per cent reader interest.

*And no matter how well your story is told this ONE HUNDRED PER CENT reader interest can not be obtained unless your TYPE DRESS registers one hundred per cent in legibility.*

Intertype Ideal News has successfully passed every known test. Hundreds of newspapers and magazines in every part of the world now use it and others are daily falling in line.

THE QUILL includes many of these users in its list of officers and committees.

The range of Intertype Ideal News now includes twelve sizes and still more are in the making. These sizes, together with suggested headletter faces, are shown in a 32-page booklet which will gladly be sent to any reader of THE QUILL if he will but ask for it.

**INTERTYPE CORPORATION • 360 FURMAN STREET, BROOKLYN, N. Y.**

All of that is not as fanciful as it may sound. It probably will never work out in precisely that fashion, but it is my firm belief that a very considerable part of the newspaper circulation of 50 years hence will be accomplished in some such manner.

And, whatever the means of distribution, newspapers will still be produced to be read—not to be listened to. They will be something which people can look over leisurely, clip for their scrapbooks, file for future reference, and use, when all other usefulness is ended, to start fires or wrap last winter's blankets with!

NOW I have dwelt upon the mechanical production of the newspaper of the future at some length, partly because it is easier to forecast the probable and possible changes in that field than in other directions, and partly because the character of the newspaper itself, like the character of other institutions, is shaped to some degree by the limitations, or the reverse, of the mechanical means of production. Without elaborating that point too much, let me point out that machine composition did not merely reduce the cost of typesetting; it immensely increased the volume of material put into type, so that the newspaper of today deals interpretively and at length with items which in the old days of hand composition would have been dismissed with a line or a paragraph, or omitted entirely. The cheap process of making paper out of wood pulp, which is perhaps the most important of all the changes in the journalism of the past 50 years, did not come as the result of a demand for more newsprint in order to make newspapers larger; the availability of the larger supply of this basic raw material inspired publishers to discover means of using it, and so resulted in the greatly enlarged newspapers of today over 1884.

I believe that the changes in the contents of the newspaper which will be most striking in the course of the next 50 years will be in the direction of a higher literary quality—better writing—and fuller interpretation of current news. News itself is a commodity which requires no space to speak of. It is a mistake to think that it takes a 40-page paper to tell all of the news of real consequence. What the progressive newspaper of today does is to illuminate the news, to make it as entertaining as possible within the limits of space available. The actual news is in the headlines.

I believe the syndicate or group production method, which I have suggested as essential to the development

of what I conceive to be the mechanical progress of publishing in the future, will be extended to include newspapers down to community units as small, or almost as small, proportionately to the total population of this country in 1984, as any which maintain newspapers today.

I think the newspaper of the future will be more widely recognized than it is now as the most effective of all advertising media.

In other words, the newspapers of 50 years from now will make more money than the paper in a corresponding position makes today. And that is as it should be. For the newspaper which does not make money can't make anything else.

PUBLISHING a newspaper is primarily a business. That economic fact is often overlooked by the critics of the press, who are prone to take us to task because of our presumed failure to rise to what are regarded as our civic responsibilities.

A newspaper's first duty is to itself, as a man's first duty is to himself. Before we can do anything for anybody else, newspaper or man must be assured of three square meals a day. Not until then does our duty to anybody else begin. But when that point has been reached, when the newspaper has achieved the economic independence which is the goal of all of us, then it does have a distinct and definite duty, as I conceive it, to devote part of its surplus energy and interest to the interests of the community to which it owes its success.

And I believe that the newspaper of 50 years from now will be able to do so much more, to take such a stronger position of community leadership because of the greater opportunity, financially and otherwise, that will be open to it, that this art, trade, craft, profession or business of journalism—I am not sure yet which it essentially is—will be the goal to which every ambitious youth will aspire who now dreams, perhaps, of being President of the United States.

That is the great thing I foresee for the newspaper of 50 years from now—the enlarged opportunity for increased service.

After all, what is it that lures us into the newspaper business to start with, and keeps us there after we have found out all about its trials and difficulties and troubles? Is it not the feeling that we are somehow contributing something to the common good?

I think it is. I think that what makes this business of ours the most fascinating—I would like to say the most glorious—business in the world is that element of unselfishness which lies at the bottom of all good journalism, all truly successful journalism.

And I think that this spirit of service, the service the rendering of which brings its own rewards entirely aside from all monetary considerations, is animating the newspapers of America today to a higher degree than ever before, and that in 1984 it will still be the dominant motive behind the newspaper of 50 years from now, whatever its physical form or its manner of production and distribution.

## The Rise of Education for Journalism

(Continued from page 13)

of the American Newspaper Guild in June of this year, a resolution was adopted recognizing the importance of academic and professional training for journalism and providing for a committee of the Guild to cooperate with the schools of journalism. Thus practically all state, regional, and national organizations of newspaper editors and publishers, as well as the national guild of working newspapermen, have endorsed the work of schools of journalism.

Although it has often been charged that the rapid growth of schools and departments of journalism has resulted in their turning out each year a larger number of graduates than can be absorbed by daily newspapers, statistics compiled this year disprove such statements. In the 31 colleges

and universities belonging to the American Association of Schools and Departments of Journalism, between 150 and 200 of this year's graduates planned to take up daily newspaper work. As there are 1,911 daily papers in this country, this number would provide only one journalism graduate for every ten dailies. About two-thirds of this year's journalism graduates planned to enter the weekly newspaper field or to take up advertising, trade journalism, publicity, or other types of work allied to journalism.

If all dailies undertook to recruit their staffs entirely from school of journalism graduates and offered salaries that would attract them, it is doubtful that the present supply

(Continued on page 32)



# *Congratulations,* Sigma Delta Chi

- **ANY** organization that has weathered the economic cyclones of twenty-five years and has kept step with the cataclysmic changes in modes, manners and morals deserves the plaudits of the people.
- And so **EDITOR & PUBLISHER** — on your twenty-fifth anniversary — joins hands with your many other friends in extending to Sigma Delta Chi a message of good will and appreciation.



## **EDITOR & PUBLISHER**

*The Oldest Publishers and Advertisers Journal in America*

Suite 1700 - Times Building - New York, N. Y.

## Science Parades the Front Pages

(Continued from page 11)

ence with ocean shipping turned countries toward self-sufficiency in materials and manufactures and applied science showed the way in many cases. Science was glorified, not only in the insanity of war but in the happier days of reconstruction.

THE time set the stage for a liaison of science and the press. It is fortunate that the men to begin the task were also provided. E. W. Scripps with his great chain of newspapers and Dr. W. E. Ritter of the University of California, associated with E. W. in his excursions into science and philosophy, were the promoters of a practical and mutually beneficial relationship between the specialists of science and the laymen of the public. As a result of their vision, inspiration and participation, there was obtained the cooperation of leading newspapermen and the three great science organizations, the National Academy of Science, the National Research Council and the American Association for the Advancement of Science. There was born in 1921 the institution for the popularization of science known as Science Service. It began to function in various ways to report and interpret science to the public through various channels, but principally it operated as a specialized science syndicate carrying news and interpretation to daily newspapers. Its by-line "By Science Service" has become the hall-mark of acceptable newspaper copy and scientific authenticity.

Dr. Edwin E. Slosson until his death in 1929 was the first director of Science Service, and to him and to Dr. J. McKeen Cattell and Dr. Vernon Kellogg, two of the scientific trustees, both press and science have every reason to be grateful for their aid in the pioneer days of Science Service. Among the several newspapermen connected with Science Service's Board of Trustees, Marlen Pew, the editor of *Editor & Publisher*, has rendered constant and helpful service. A score more of scientists and journalists aided by their service on the board and their participation in the expanding scope of Science Service activities.

Science Service is serving by wire and mail an expanding list of newspapers with news, pictures, features and interpretive articles. Its staff consists of scientist-journalist "hybrids," scientifically trained writers most of whom have had years of experience in

both scientific research and newspaper work. They follow the progress of science's widespread activities. So diverse are the activities that come within science's scope that Science Service does not expect its medical writer to cover the latest developments in the exploration of the atom's interior, and it does not expect its staff writer in physics to write upon the most recently revealed disease treatment of vitamin.

One outcome of this cooperation between science and the press which was made practical by Science Service is the increased interest of individual newspapers and other agencies in science. In a number of cases newspapers have science editors who cover the rich fields of local science progress, thus supplementing the national and international coverage provided by Science Service. Science is thus taking its rightful place in newspapers upon a parity with sports, politics, society, crime and other news categories.

SCIENCE provides thrilling stories that tingle emotions and cause those of the craft to say: "That is a swell yarn." Without yielding science's human interest standing to stories from any other fields, it can be justly claimed that science in the press serves a real educational purpose.

The newspaper is the great agency for adult education. Most of us out of school and doing the world's work obtain our information, attitudes and opinions from the newspapers. The press, therefore, has a great responsibility of which it is keenly aware and which in the most part it endeavors to fulfill.

Science stories carry to newspaper readers information that may mean life or death to them in the medical field or economic security in the field of industrial applications of technology. Far more important than this, however, is the fact that through competent science reporting it is possible to develop on the part of the public the habit of scientific thinking.

Information is not so important as the method of finding it. Science in the newspapers does not have for its object the injection of volumes of facts into the crowded brains of a satiated public. There is the great hope that by vivid examples of how science solves its problems the average intelligent person may develop for himself more effective methods of arriving at

proper decisions during the course of his everyday life. Scientific methods of thinking can solve our daily problems just as they explore the universe or mechanism of our life processes.

THIS does not mean that science reporting needs to be "preachy" or didactic. It is the most thrilling story in science that takes the reader into the laboratories and brains whence came the achievement, that places in proper relationship the causes and the probable effects, that shows the procession of scientists of past generations without whom the progress today would be impossible. The readers see the drama in its true perspective. They see the plan. They realize the slight clues that led to new vistas and magnificent pathways. They absorb the technique of constructive thinking.

If only a few out of the millions who buy America's newspapers join in this procession of true scientists, the educational purpose of the cooperation of the press and science will be served.

For all, from ditch digger to President, the continued story of science as told by the newspapers is thrilling and never ending, so long as curiosity, open-mindedness and freedom of thought and expression remain.

## The Rise of Education for Journalism

(Continued from page 30)

would equal the demand. As it is, many students prefer to prepare themselves for other kinds of journalistic work in which both the salaries and the prospects are better than they are in daily journalism. The fact that many journalism graduates who succeed in daily newspaper work abandon it after a few years for advertising, publicity, trade journalism, and magazine work, does not encourage journalism students to prepare themselves for the daily field. Until salaries, the conditions of work, and prospects of advancement in daily newspaper work seem as attractive as do those in other fields allied to journalism, there is little danger of an oversupply of graduates available for daily papers.

The next step, it is to be hoped, will be the setting up of standards for admission to the profession of journalism so that only such young men and young women as have had adequate preparation will be permitted to take up newspaper work. When this has been accomplished, journalism will have become a profession in reality as well as in name.





# A Job Well Done!

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## These Are the Men Who Founded Sigma Delta Chi

(Continued from page 19)

tor of the Orlando (Fla.) *Sentinel*, serving as editor from 1914 to 1925 and as editor and publisher from 1925 to 1932. He was a member of the editorial staff of the *Tampa Daily Times*, 1932-33, and in 1934 became editor and manager of the *Palm Beach Post and Times*. He returned to the *Orlando Sentinel* October 1 as associate editor.

Founder Glenn is married and has one daughter. He always has been interested in art and studied at the Chicago Art Institute 1911-1913. He has traveled extensively in Europe.

He has served as president of the Florida Press Association and the *Associated Press Club* of Florida and is the author of "Verses" and co-author of "Tinker to Evers to Chance" with Joe Tinker.

M. H. Hedges, '10, was editor of the *DePauw Daily* and the *Mirage*, the yearbook, while in school. He was a member of Phi Beta Kappa and Phi Gamma Delta. He holds a master's degree from Harvard.

Since graduating he has been engaged in teaching, journalism and labor economics. At the present time he is acting editor of the *Electrical Workers Journal*, director of research of the International Brotherhood of Electrical Workers, a member of the board of editors of the *Plan Age*, a government member of the code authority of the Radio Broadcasting industry, the national committee on health and safety and special consultant on labor relations for the Tennessee Valley Authority. He has achieved the distinction of being a member of the American Academy of Political and Social Sciences and is the author of "Iron City," "Dan Minturn" and "A Strikeless Industry." He contributes to magazines and the *Encyclopedia of Social Sciences*.

His present address is 305 Dorsett Avenue, Washington, D. C.

L. A. Hutchens was graduated from DePauw in 1909. In addition to Sigma Delta Chi, he is a member of Sigma Chi and Phi Beta Kappa. While in college he served on the staff of the college paper, both when it was a weekly and later as a daily. He was instrumental in organizing it on the latter basis. He was college reporter for the Greencastle (Ind.) *Banner* for two years and in his senior year was president of the DePauw Athletic Board.

Upon graduation, he became an instructor in English at DePauw, holding this position for seven years, leaving it because of his wife's health to accept a position in the Colorado Springs High School. He was in Colorado Springs for three years. In 1919 he became head of the English department of New Trier High School, Winnetka, Ill., a position he still holds. For the last seven years he also has been instructor in methods of teaching English in the Northwestern University School of Education, Evanston, Ill. He received a master's degree from the University of Chicago in 1916.

Mrs. Hutchens died in 1927. A daughter, Helen, lives in Phoenix, Ariz.

Edward Lockwood studied law for two years at the University of Wisconsin, following his graduation from DePauw in 1909. He received a master's degree from the University of Chicago.

Most of Founder Lockwood's years since his college career have been spent in Y. M. C. A. work, chiefly in China. He served two years with the Pittsburgh "Y" and then went to Stanford University as general secretary of the University Y. M. C. A.

He went to Canton, China, in 1915 for the Y. M. C. A. In 1920 he accepted the National Student Secretaryship with headquarters at Shanghai. This brought him into contact with the chief student centers at a time when Chinese youth was taking up Western studies in rapidly increasing numbers. He won the friendship of thousands of such students.

He spent the years from 1923 to 1927 in the United States as executive secretary of the Committee on Friendly Relations Among Foreign Students which sought to bring the foreign students in American colleges and universities into the most helpful contact with American life. He returned to China in 1927 as Associate General Secretary and in the following feverish years was in the midst of hot clashes between Communists and Anti-Communists. He returned to the United States in 1931 on furlough, then, in the fall of 1932, went back to China.

He is a member of Phi Kappa Psi social fraternity.

Leroy Millikan, '09, entered DePauw in his sophomore year. He acted as first junior editor of the *DePauw Daily*

and served as its second editor-in-chief during his senior year. He also was a contributor to the *Sombrero* and the *DePauw Magazine*. He was a member of Phi Delta Theta social fraternity and Kappa Tau Kappa, interfraternity group.

After graduation, he taught for a while and then became associated with the Indiana Board of State Charities, now known as the Department of Public Welfare. He is now state agent for the department. He is married and has a daughter. His address is 3155 Park Avenue, Indianapolis.

Eugene C. Pulliam, '10, was a member of the Press Club, business manager and managing editor of the *DePauw Daily*. He helped organize and was a member of DePauw's first journalism class conducted by Prof. Nathaniel Barnes. He was a member of Delta Kappa Epsilon.

Following graduation, he was reporter and later staff correspondent for the *Kansas City Star* but resigned to become editor of the *Atchison Daily Champion*. At 22 was the youngest editor of a daily in America. In 1915 he purchased the *Franklin (Ind.) Star* and acted as editor until 1923 when he purchased the *Lebanon (Ind.) Reporter*. Later he purchased papers in Indiana, Florida, North Carolina and Oklahoma and in 1929 organized the Pulliam Publishing Company with seven Oklahoma and two Indiana papers. The Pulliam Publishing Company was merged into newly organized General Newspapers, Inc., in 1930, of which he is still president. He also acts as president of Lebanon Newspapers, Central Newspapers, Oklahoma Newspapers and Indiana Newspapers, Inc. At the present time he has financial interests in 23 daily newspapers. He is a member of the National Press Club at Washington, D. C.

Paul Riddick, '10, was one of the members of DePauw's early journalism classes and a member of the Press Club and the *DePauw Daily* staff. He is a member of Phi Gamma Delta social fraternity.

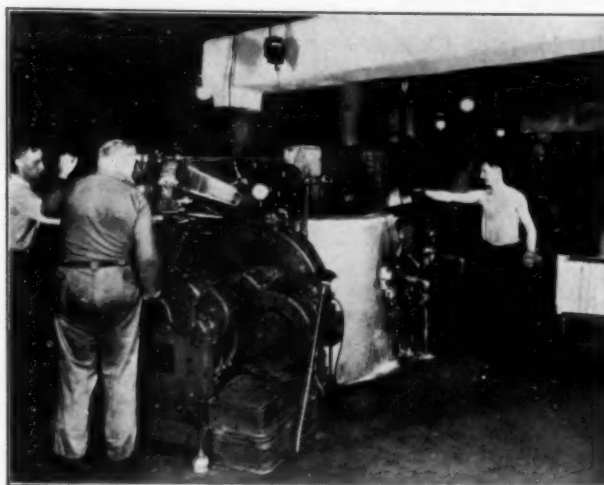
Graduation past, he went through the "cub" period reporting and chasing advertising for the *Martinsville (Ind.) Daily Reporter*. Then he spent a year in Montana as a homesteader and did some newspaper work there. He next bought the *Mount Sterling Mail*, County seat paper at Mount Sterling, Ill., and operated it for several years.

In succession, he then edited the *Oakland News*, plant publication of



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the Oakland Motor Car Co., Pontiac, Mich.; served five years as news editor of the Plymouth (Ind.) *Daily Pilot*; then became part owner and manager of the Greenville (Mich.) *Daily News*. In 1928, he bought the La Grange (Ind.) *Standard* and in 1928 formed a corporation which took over both the *Standard* and the *La Grange News*.

He has taken cups twice for best front pages and twice for best editorial pages in newspaper contests.

Laurence H. Sloan, '12, was sports editor of the *DePauw Daily* for three years, a member of Phi Delta Theta and several honorary fraternities.

After graduating from DePauw, he spent a year at the Columbia University School of Journalism on a scholarship from DePauw. He then was two years with New York *American* as reporter, feature writer and sub-editor, and three years with the New

York *Tribune* as night city editor. After several years with the National City Bank as publicity manager he became vice-president and editor-in-chief of Standard Statistics Co. which issues about a score of regularly published financial publications. He has been the author of three books—*Security Speculation*—the *Dazzling Adventure*; *Corporation Profits*; *Everyman and His Common Stocks*. A fourth is now in preparation. He acted as first national president and first national secretary of Sigma Delta Chi.

His present address is Standard Statistics Co., 345 Hudson Street, New York.

Sigma Delta Chi has a right to be proud of its founders—may the founders always be proud of the part they played in the formation of the fraternity, now the world's largest journalistic organization.

## But the News Came Through!

(Continued from page 17)

burst of gunfire or saw any unusual activity he directed his doughty driver to the scene and rapped out his impressions without a moment's loss of time.

LITTLE has appeared in the press regarding the actual danger to foreign correspondents operating in countries such as Germany and Austria, where strict censorship is imposed and the transmission of mere rumor is often severely dealt with by the authorities.

In the course of his apologia before the Reichstag concerning the "blood purge" of June 30, Hitler dwelt at length on the publication of certain rumors which were not borne out by later developments, and showered fulsome praise upon his propaganda department as the disseminator of full and truthful information.

It was his suggestion that all the correspondents should have obtained the story of the purge from his Minister of Propaganda, the oratorious Dr. Paul Joseph Goebbels, or from some of his satellites. Well and good, so far as it went. Goebbels and the rest were ready to talk when the government had prepared its statements and explanations for publication, but what about before, while the world was anxiously awaiting every scrap of news?

Then the government offices were silent. Every movement of those in

high places was cloaked in mystery. The story had to come from underground sources. It was many hours before they were ready to tell how Captain Ernst Roehm of the storm troops had been arrested and shot for treason after he had been discovered in circumstances at once revolting and compromising. There had been rumors that Roehm had resorted to suicide when confronted with his guilt, but these *International News Service* found to be untrue. With the help of Goebbels? Not much. It was their own initiative and enterprise which won our correspondents this angle of the story, and the shooting down of former Chancellor Kurt von Schleicher in his villa near Potsdam was no simpler to confirm.

And they knew, all of them, what had happened to numerous other correspondents who by their written word had offended the sensibilities of the Hitler régime.

Prison, invitations to leave, a throttling gag on their enterprise in the line of duty. But there is yet to be found one in the whole roster of I. N. S. men in the "hot spots" abroad who has allowed himself to be victimized by intimidation. There never were better examples than the Hitler purge or the Vienna revolt. They got the dope and shot it, regardless of consequences, and the streamer heads that followed were tributes in themselves to their judgment and courage.



# WHO «» WHAT «» WHERE

DAVID C. LEAVELL (Missouri '28), with the Fort Worth (Texas) Press since 1929, and Miss Enda Maie Waltrip, of Fort Worth, were married May 4. They are at home at 1107 Fairmount Street, Fort Worth.

\* \* \*

CHARLES B. (CHIC) JACKSON, creator of the comic strip, "Roger Bean," died in the office of the Indianapolis Star June 3. He had just completed his strips for the next few weeks and had mailed them. Death was due to heart disease. He was an associate member of the Indiana University chapter of Sigma Delta Chi.

Born in Muncie, Ind., 57 years ago, Mr. Jackson started drawing while in the employ of the Muncie Star. He was cartoonist there, and came as cartoonist and illustrator to the Indianapolis Star.

His first strip of the Bean family life appeared April 22, 1913, and soon became a popular part of the paper. Later it was syndicated to a number of newspapers.

"Chic" Jackson is said to have been the first cartoonist who drew children who grew year by year. Most comic strip juveniles remain the same size and apparent age for years, but when he brought Woodrow Bean to the front porch as an abandoned baby 20 years ago, the child began to grow at once. Readers of the strip followed the child through his freshman year in college during the last winter. It was "Chic's" ambition to get the lad settled in adult life before his death.

He leaves his wife, Mrs. Margaret Wagner Jackson, and two sons, W. C. Jackson, of Indianapolis, and Richard W. Jackson, reporter on the South Bend News-Times.

\* \* \*

BLODGETT E. BRENNAN (Butler '30) is now associate editor of *Outdoor Indiana*, publication of the Department of Conservation of the State of Indiana.

\* \* \*

C. HAROLD LAUCK (Washington and Lee Associate) has been named administration manager for Virginia for two sections of the Graphic Arts Industries Code. Mr. Lauck will give only part of his time to the new post, retaining his positions as laboratory instructor in the Lee School of Journalism at Washington and Lee, and as superintendent of the Virginia Publishing Co., of the university.

\* \* \*

L. J. McENNIS, JR. (Missouri '34) has recently joined the staff of the Louisville (Ky.) *Herald-Post* as a reporter.

\* \* \*

HAL KESTLER (Drake '34) has resigned his position with the Pocahontas (Ia.) *Record-Democrat* and is now publicity director for the Iowa Tuberculosis Association.

ROBERT MCCOLGAN (Drake '34) and HERBERT GERMAR (Drake '34) are with the Des Moines (Ia.) bureau of the *Associated Press*.

\* \* \*

JOHN ZUG (Drake '34) is news editor of the Pocahontas (Ia.) *Record-Democrat*.

\* \* \*

WILLIAM D. OGDON, formerly of the city staff of the New York Times, is now night city editor of the Washington bureau of the same paper.

\* \* \*

RALPH E. JOHNSTON, editor of the *Bent County Democrat*, of Las Animas, Colo., is the winner of the Houston Waring Editorial Award for 1933-34. The award, which is for the best editorial published in Colorado during a 12-month period, was established by Mr. Waring, editor of the Littleton (Colo.) *Independent*. It was presented during Journalism Week at the University of Colorado.

\* \* \*

HOWARD M. NORTON (Florida '32) is on the copy desk of the English section of the *English Mainichi*, the *Osaka Mainichi*, Osaka, Japan.

\* \* \*

RICHARD POWELL CARTER (Washington and Lee '29), formerly with the Greensboro (N. C.) *Daily News*, has been appointed director of publicity and instructor in the Lee School of Journalism at Washington and Lee University, Lexington, Va.

\* \* \*

ALEXANDER GOTTLIEB (Wisconsin '28) is advertising manager of United Artists Corporation, New York.

\* \* \*

CHARLES M. HULTEN (Wisconsin '30) recently became city editor on the Marinette (Wis.) *Eagle-Star*.

\* \* \*

C. VALCO LYLE (Georgia '32), formerly with the Athens (Ga.) *Banner-Herald* is now with the *United Press* at Atlanta, Ga.

\* \* \*

MARVIN GARRETT (Texas '33) has been assigned by the Capper Publications to the North Texas territory as field representative. Garrett recently conducted a special field research survey for this company in Missouri.

\* \* \*

CHARLES A. DEVAL, JR. (Texas '30), editor of the Mount Vernon (Texas) *Optic-Herald* and mayor of Mount Vernon, has been appointed to the newspaper code compliance committee for North Texas.

\* \* \*

NATHE P. BAGBY (Texas '29), former instructor in journalism at the University of Texas and formerly staff correspondent for the *Dallas News*, has joined the Erle Racey Advertising Agency at Dallas as

head of the research and copywriting department.

\* \* \*

NORTH BIGBEE (S. M. U. Associate), for the last several years oil and financial news reporter for the *Dallas News*, has been promoted to oil editor of the same paper.

\* \* \*

ROBERT T. HARRISON (Butler '27) has recently joined the staff of the Vincennes (Ind.) *Post*.

\* \* \*

ARTHUR S. RUDD (Oregon '24) is sales manager of Publishers' Syndicate, Chicago.

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## Interpretation

News accounts of happenings in the newspaper world seldom offer more than superficial details. To the interested newspaper man that is not enough. What, he wants to know, is the story behind the news?

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## «» AS WE VIEW IT «»

# This Last Quarter Century

**T**WENTY-FIVE years aren't so many—yet what a remarkable period a quarter century can be!

This thought is prompted by a survey of the highlights of the last 25 years—a period during which Sigma Delta Chi, professional journalistic fraternity now marking its silver anniversary, has grown to maturity.

It has been a period of great scientific achievement—as portrayed by Watson Davis, managing editor of *Science Service*, in this issue. Strides have been made forward in practically every field, yet the world has suffered some of the most serious ills it ever has known.

It has been a quarter century of great development in the newspaper publishing world—bringing changes undreamed of a few years ago, such as color advertising in the news sections, photos by wire, the use of airplanes to speed reporters and pictures—to mention a few.

It has brought, among other things, schools with definite curricula planned for education in journalism—and, despite the scoffers of the city room, the schools, the training and the graduates have won their places in the established order of things.

Upheavals have occurred in many nations during the period—and are continuing. Economic stress has brought suffering along the front of the entire world.

**L**ET'S pause for a moment to reflect on some of the events of the last quarter century that have furnished headline material.

1909—Bleriot flew the English Channel, the first of a series of amazing flights that are continuing today as the conquering of the stratosphere is contemplated—Peary reached the North Pole.

1911—U. S. Supreme Court ordered the Standard Oil Company split up—C. P. Rogers completed the first trans-continental airplane flight, New York to Pasadena—China became a republic—Amundsen reached the South Pole.

1912—The Titanic sank with 1,517 lost.

1913—Floods swept Ohio, Indiana and Texas—Peace Palace at The Hague was dedicated.

1914—The World War began.

1915—The Lusitania was sunk—Nurse Edith Cavell was shot.

1916—Pershing and his men entered Mexico after Villa.

1917—The United States entered the World War—American troops landed in France—First casualties—Russia's Czar abdicated and Russia became a Republic for a few weeks, then the Bolsheviks seized control—Munition ship blew up in Halifax harbor, causing fire that laid one-third of the city to waste and took terrific toll of life.

1918—The Hindenburg line cracked—German Navy surrendered—The armistice was signed—American troops crossed the Rhine.

1919—The peace treaty was signed at Versailles—Three U. S. Navy seaplanes flew from Newfoundland to Portugal and England by way of the Azores—Alcock and Brown make a non-stop flight from Newfoundland to Ireland—

The British dirigible, R-34, flew from Scotland to Long Island and then returned.

1920—The League of Nations came into being—Prohibition, too—Woman's suffrage granted—Earthquake killed 200,000 in China—Radio broadcasting began.

1922—Irish Free State established—Union of Soviet Socialist Republics formed in Moscow.

1923—Earthquake, fire and tidal waves took 100,000 lives in Japan—Mussolini marched on Rome.

1924—Three U. S. Army pilots flew around the world—Nitrate plant blew up in New Jersey—The Loeb-Leopold case.

1925—Another earthquake in Japan—Two Nine Power Treaties—The Shenandoah disaster.

1926—Munitions reserves blew up in New Jersey—Hurricanes swept Florida—Queen Marie visited the U. S.—The Hall-Mills case.

1927—U. S. Marines landed in Nicaragua—Revolution in Mexico and civil war in China—Teapot Dome—Floods along the Mississippi and hurricanes over Florida and the West Indies—Lindbergh spanned the Atlantic and many other notable flights followed in the balance of 1927 and 1928.

1929—Papal state recreated—Revolution in Mexico—Al Capone given year in jail—More airplane flights—Prison riots—The stock market crashed!

1930—Fire brought death to 320 convicts in the Ohio Penitentiary—The Graf Zeppelin circled the globe—A son born to the Lindberghs—The R-101 crashed.

1931—but surely you need no reminders from this point on. The events cited are but a very few of the things that have happened—not even half the story.

**D**URING this period, Sigma Delta Chi has grown from a group of 10 men to nearly 8,000, scattered all over the world in every field of journalistic endeavor. Its significance and importance have developed apace.

There have been times when the accomplishments did not seem to measure up to the opportunities, when the actions of the organization seemed too slow, too deliberate. Sigma Delta Chi has moved slowly, but nevertheless steadily, and, ahead rather than backward.

Its members have entered the ranks in newspaper, press association, magazine and allied fields—they have been working upward to the point where many of them now wield great influence and are in a position to put into effect changes in policies and news handling tending to the ideals of the organization.

Twenty-five years, as we remarked at the outset, are not so many. They have brought some accomplishments to Sigma Delta Chi, but more important, they have brought the building of a strong foundation for the years to come. The organization has reached maturity, it has come of age. It has been through its cub days and is now ready to take on more important responsibilities.

And there will be plenty of responsibility in the years ahead.



## Service—

**T**HE Personnel Bureau of Sigma Delta Chi has served for 18 years the nation's employers of talent in every branch of journalism — editorial, teaching, public relations, advertising and circulation — supplying the demand for educated, trained and experienced men capable of meeting the challenge of the rapidly changing problems of the day. This service is free to employers.

Begun in 1916, the Bureau really started to take active strides in 1925, developing rapidly. After a disastrous fire which threatened to seriously curtail the activity of the Bureau,

## today—

more than 400 members of Sigma Delta Chi have their complete personal, education and experience records on file for immediate reference and recommendation to employers.

Members of Sigma Delta Chi in 46 states, two island possessions and three foreign countries are registered, with more registering from week to week. Their salary requirements range from \$552 to \$15,000 annually—from beginner to the most thoroughly experienced.

The confidence of employers in their ability is appreciated by members of Sigma Delta Chi.

Employers—when you make the next change on your staff, consult by wire, telephone or mail the—

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# EPMG

## EDITOR & PUBLISHER MARKET GUIDE *for* 1935

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Because the **MARKET GUIDE** is published especially for the busy merchandising executive and space buyer, it contains only the useful information he requires when studying a newspaper market, or preparing an advertising appropriation. We have been told, and honestly believe, that it contains more valuable marketing facts than any other data book ever published.

The story of the markets covered by your paper should be in the 1935 **MARKET GUIDE**. Make your reservation early so preferred position may be obtained . . . copy may be sent later.

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